

43rd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo-of-the-Month See Page 16

April, 1953

**Safe Practices With Ladders
Easy Method of Stacking and Handling**



how any good roofer can make more money

"Being a Barrett Authorized Shingle & Siding Contractor has meant more sales, higher profits, and better standing for me in my community."

says Bob Chamberlin, President
Chamberlin Service Co.,
Dover, Delaware

be a **Barrett** Authorized Shingle & Siding Contractor

Here's how you benefit when you qualify as a Barrett Authorized Shingle & Siding Contractor:

1. You gain the prestige of *Barrett*, the greatest name in roofing. National advertising and word of mouth recommendations make Barrett products known and *preferred* throughout the country.
2. You get unmatched Barrett promotional backing. Barrett supplies you with a large number and wide variety of tested and proved sales aids specifically designed to help you close more sales.
3. You sell Barrett's high quality materials — better roofs, fewer complaints . . . more satisfied customers.

← Be the Barrett Authorized Shingle & Siding Contractor in your territory. Mail the coupon today for full information.



BARRETT DIVISION

Allied Chemical & Dye Corporation
40 Rector Street
New York 6, N. Y.



AR 1

Gentlemen:

Please send me—without cost or obligation—full information about how I can become a Barrett Authorized Shingle & Siding Contractor.

Name _____

Address _____

City _____ State _____

*Reg. U. S. Pat. Off.

Rain Coat



PROLONGS PAINT LIFE
Rain Coat preserves life and appearance of paint applied to masonry.

PROTECTS MASONRY
Rain Coat prevents cracking and whitish discoloration of bricks and roof tiles caused by moisture penetration.

REPELS WATER
Turns aside all water normally absorbed by concrete, brick, mortar, stone, asbestos siding, or stucco.

PREVENTS MORTAR CRACKS
Rain Coat blocks moisture from entering, freezing, and disintegrating the mortar.

ELIMINATES SPLASH LINES
Dirt carried by muddy water splashing from garden beds cannot penetrate and stain base or walls of building.

STAIN PROOFS BUILDING
Keeps masonry free from unsightly stains, streaks and rust carried by water from roofs, screens, drain pipes and trim.

NEW! INVISIBLE SILICONE WATER REPELLANT

LOW COST MEANS GREATER PROFITS FOR YOU!

NO SALES PROBLEMS...

- ★ Low cost to homeowner means super salesmen not needed.
- ★ Every masonry building a prospect. Rain Coat protects concrete, brick, mortar, stone, asbestos siding, concrete block and stucco.

NO APPLICATION PROBLEMS...

- ★ One coat is enough. Can be easily applied by brush, garden sprayer or portable paint spraying equipment.
- ★ Rain Coat knows no season. It can be applied even in freezing weather.
- ★ Rain Coat is invisible, doesn't change color or texture of surface to which it is applied.

NO FINANCING PROBLEMS...

- ★ Low cost to homeowner means no credit problems!
- ★ The majority of sales will be cash sales!

RAIN COAT IS GUARANTEED FOR 10 YEARS!

Manufactured exclusively by THE KENITEX CORPORATION, LOS ANGELES

ONLY **1/2¢** per sq. ft.
(inc. labor & Rain Coat)

AVERAGE APPLIED COST TO DEALER!

Anyone can apply
Rain Coat — no training
necessary. Rain Coat covers
200 to 400 sq. ft.
per gallon. Dries within
2 hrs., doesn't plug pores
or form a vapor barrier —
enables walls to breathe.



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Los Angeles 16, California

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We are interested in year round profits
selling RAIN COAT. Please send complete
details.

Name _____

Company _____

Address _____

City _____ State _____

here are
your

ROOFING ENEMIES

- 8**
- ice
- cold
- heat
- vibration
- expansion
- contraction
- settling

CHASE

IMPERVITEX

To solve your roofing problems
caused by these enemies, use

Chase IMPERVITEX—the high tensile strength
waterproof membrane.



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GENERAL SALES OFFICES: 309 W. JACKSON BLVD., CHICAGO 6, ILL.
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Please send me a SAMPLE and details
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ADDRESS _____

CITY _____

STATE _____



*send coupon for
a sample of
IMPERVITEX
and details*

1953 (8th) Edition of ROOFING, SIDING & BUILDING SPECIALTIES MANUAL

Don't Miss These Important Articles in the 1953 Edition:

- ★ COMPLETE SECTIONS ON BUILT UP ROOFING, SIDING, STEEP ROOFING, METAL ROOFING, WATERPROOFING, ETC., INCLUDING THE LATEST APPLICATION TECHNIQUES.
- ★ ARTICLES ON SUCH DIVERSE AND IMPORTANT TOPICS AS MANAGEMENT, RECORD KEEPING, NEW TOOLS AND PRODUCTS.
- ★ COMPLETE DISCUSSION OF SUCH SPECIALTY ITEMS AS COMBINATION WINDOWS, ALUMINUM AWNINGS, JALOUSIES, PLASTIC TILE.
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150 pages crammed full of valuable information on EVERY phase of your business. Every contractor and dealer will want copies to help him make more money.

\$3

PER COPY

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SIDING CONTRACTOR**
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New York 16, N. Y.

Please send me copies of the 1953
MANUAL

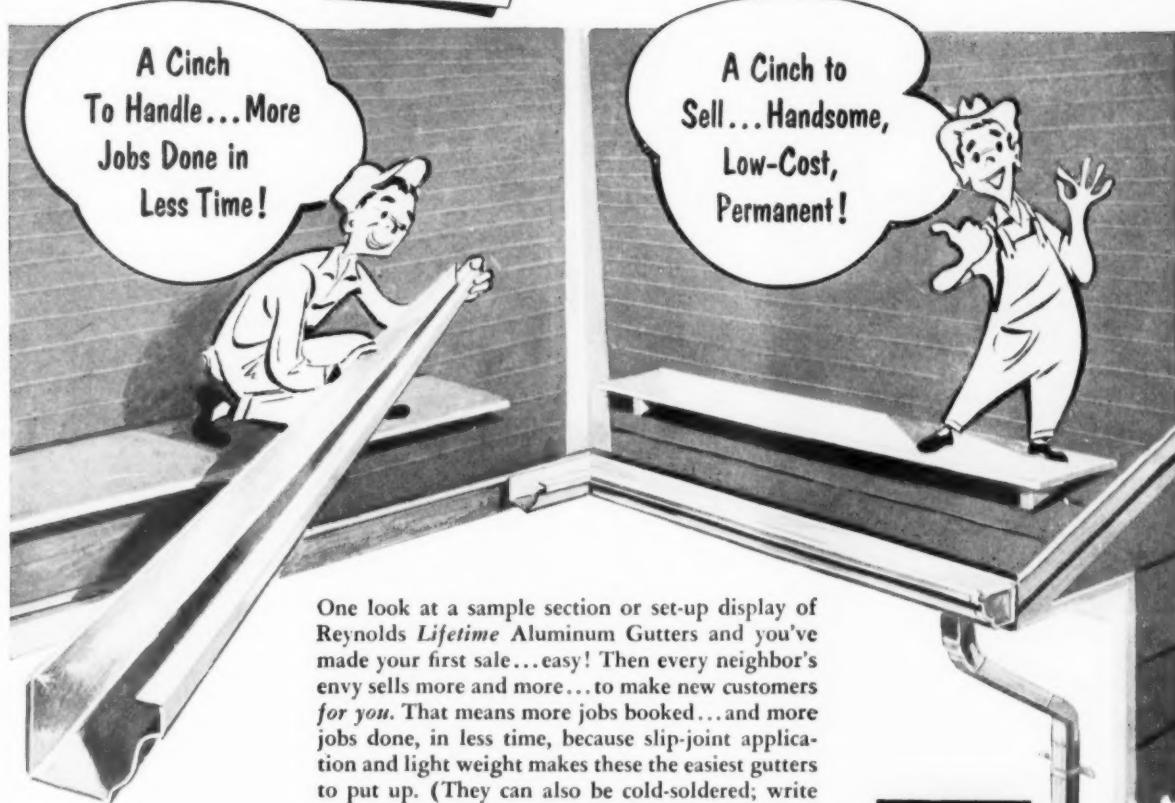
NAME TITLE

COMPANY

ADDRESS

They Go Up Fast And So Do Profits!

REYNOLDS *Lifetime* ALUMINUM GUTTERS



A Cinch
To Sell... Handsome,
Low-Cost,
Permanent!

One look at a sample section or set-up display of Reynolds *Lifetime* Aluminum Gutters and you've made your first sale...easy! Then every neighbor's envy sells more and more...to make new customers *for you*. That means more jobs booked...and more jobs done, in less time, because slip-joint application and light weight makes these the easiest gutters to put up. (They can also be cold-soldered; write for information.) There's just no end to this sales push from satisfied customers...with no painting, no staining, no maintenance worries. Watch your profits snowball!

Reynolds Metals Company, Building Products Division, Louisville 1, Kentucky.



THE BEST
FLASHING
AT LOWEST
COST!

REYNOLDS *Lifetime* ALUMINUM FLASHING

Best for you and looks best, too...a natural lead to gutter sales. Rustproof, non-staining. Easiest to cut, shape, trim. In 50-foot rolls of 14", 20" and 28" widths; .019" thickness...and 20" width in .024" thickness. Also flat sheet 28" wide in lengths up to 12'.



ALWAYS USE REYNOLDS *Lifetime* ALUMINUM NAILS
A "must" with aluminum, best for all wood and composition roofing. Can't rust. Can't stain. Almost three times as many nails per lb. All roofing types also for siding and wallboard.

ADD QUICK INSULATION SALES WITH
REYNOLDS ALUMINUM REFLECTIVE INSULATION
An easy sale and a quick job...foil on kraft paper. Efficiency without bulk. Perfect vapor barrier. 250 sq. ft. rolls, 25", 33" and 36" wide.



Ogee and Half-Round 5"
residential gutters, smooth
or stippled finish. Also
6" Industrial Half-Round.

MAIL THIS
COUPON

Reynolds Metals Company,
Building Products Division,
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Please send full information on
 Gutters Flashing Insulation Nails

NAME _____

ADDRESS _____

CITY _____ STATE _____



REYNOLDS ALUMINUM



Alumimatic



ALUMINUM COMBINATION DOOR

- Sensationally successful — quality is higher, price lower than any competing product!
- Complete with aluminum jamb, hardware, closer, expander, and sash and storm inserts!
- One price for any standard size door — Fully assembled or with KD inserts!
- The best buy by far for dealers and home owners!
- Permanent aluminum construction — ruggedly built to take all kinds of punishment!

3 TRACK

ALUMINUM COMBINATION STORM - SCREEN WINDOW

● Dealers say it's the greatest combination window on the market!

● Installers say it's the easiest window to install they've ever seen!

● Salesmen say the easiest window to demonstrate and sell!

THESE EXCLUSIVE FEATURES MAKE IT THE FINEST!

**THREE
FULL TRACKS!**



**EXCLUSIVE
VELGLIDE
ACTION!**

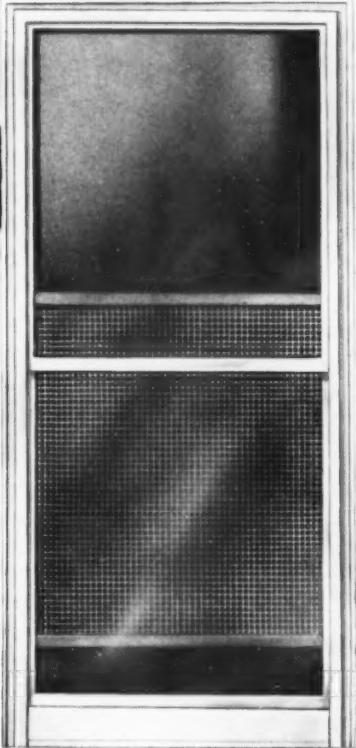


**AUTOMATIC
WEATHERSTRIPPING!**



PLUS PROWLER-PROOF SASH AND SCREEN LOCK!

"2" "COMBINATION that's sales dynamite!



A COMPLETE LINE!

This explosive "1-2" combination is just part of Alumatic's complete line of combination windows and doors, screens and screen doors, casement storms, and screened porch enclosures.

NATIONALLY ADVERTISED!

All Alumatic products are supported by a strong national advertising program in leading magazines!

NATIONALLY APPROVED!

All Alumatic products bear this coveted seal!



- 1** Blast 'em with Alumatic "ROYAL"--hottest door in history!
- 2** Knock 'em out with Alumatic "3 track"--sensation of the industry!

Every home-owner will be a "set-up" when your men are armed with this double-barreled barrage of lightning — it really packs a wallop!

Open up with ROYAL — the door that can be sold at a price everyone

can afford! Follow up with the amazing new 3 TRACK — the

window that's been acclaimed by over 1000 dealers from coast to coast!

What a combination — what sock! Provide your salesmen with this double-dynamite now and watch sales explode! Send the coupon — do it now!

We'll be here tomorrow to back up what we sell today!

Alumatic
CORPORATION OF AMERICA

EXECUTIVE OFFICES: 2081 S. 56TH ST., MILWAUKEE, WISC.

PLANTS:

MILWAUKEE AND WEST ALLIS, WISCONSIN; PATERSON, NEW JERSEY
IN CANADA: ALUMINUM BUILDING PRODUCTS CO., LTD., WINDSOR, ONTARIO

Don't Delay... SEND COUPON NOW!

ALUMATIC CORP. OF AMERICA
2081 S. 56th St., Milwaukee 14, Wisc.

—Send more details on your "1-2" Combination and your complete line.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

T 64 D

STATE _____

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LYF·ALUM

the *aristocrat* of aluminum siding

more production, now being allowed, means
more productive
territory now
open for selling.



Investigate

LYF·ALUM

**A tested sales builder
A proven profit maker**

Just as the history-making siding products of the past piled up quick profits for those alert enough to get behind them early, so Lyf-Alum today offers YOU the opportunity of a lifetime to cash in on a "protected" golden market. You can see the reason why at a glance — look.

- 1 Lyf-Alum gives you more SELL in its lustrous baked-on enamel finish fortified with Titanium. It's the whitest white, on the toughest, most durable surface. THEREFORE, MORE SALES, MORE PROFIT.
- 2 Lyf-Alum gives you more SELL because it has increased Lyfanite corrosion resistance — covered on both sides by a special protective coating before enameling. THEREFORE, MORE SALES, MORE PROFIT.
- 3 Lyf-Alum gives you more SELL in its larger $\frac{3}{4}$ " butt

that throws a deeper, more beautiful shadow line. THEREFORE, MORE SALES, MORE PROFIT.

- 4 Lyf-Alum gives you more PROFIT because it "goes on" faster at a lower cost. A "one-man crew" is all that is needed to apply it. Each panel interlocks with the one below it, hangs in place for ready, concealed nailing. THEREFORE, MORE SALES, MORE PROFIT.

For these good reasons — and there are many more — you owe it to yourself to know the Lyf-Alum story, firsthand. Find out why Lyf-Alum dealers have sold out their allotments and literally begged for more. A very few dealers can be taken on now — to reap the harvest that a protected territory franchise offers. No other aluminum siding offers so many opportunities and real sales advantages. Phone, wire or write for full information.

LYF·ALUM
INC.

164 East Wisconsin Avenue
Oconomowoc, Wisconsin
in the Metropolitan Milwaukee area
All phones — Oconomowoc 707

Here's the SILVER LINING...that sells more siding jobs for you!



Sells them at a bigger profit, too!

Keep a step ahead of competition . . . get a couple of dollars more per square on every siding job by including SILVERCOTE Simplex Reflective Insulation. It costs you only a bit more than sheathing paper—yet it makes your selling job faster, easier and far more profitable.

Eliminates costly cleanup

SILVERCOTE speeds up your siding application, too, because it goes on clean; no smudging—no costly clean-up work.

Start talking SILVERCOTE Reflective Insulation to every siding prospect. Your selling story will become far more effective, because SILVERCOTE is a real plus-value for the customer; a plus-profit item for you.

Add an extra profit by suggesting SILVERCOTE Simplex applied to attic joists for low-cost, highly efficient insulation. SILVERCOTE turns back heat rays—provides added comfort in summer, even if attic already has cellular insulation.

Full efficiency of SILVERCOTE is achieved only when reflective surface faces $\frac{3}{4}$ " air space. However, in most siding applications, a $\frac{1}{8}$ " air film exists, permitting SILVERCOTE surfaces to reflect radiant heat.

**FREE! START NOW!
FILL IN! MAIL COUPON!**

Please send me free samples and free book—"The Story of Silvercote Reflective Insulation."

SILVERCOTE PRODUCTS, INC.
161 East Erie Street • Chicago 11, Illinois

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

BIRD & SON inc.
Established 1795

Silvercote*
REFLECTIVE INSULATION

Distributed by
BIRD & SON • THE FLINTKOTE CO.

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LATEST FREE
PRODUCT INFORMATION?
WATCH COUPON BELOW
"PROGRAM" OF LISTINGS CHANGES EVERY MONTH**

Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

Check Numbers Wanted — Fill in Coupon — Tear Off and Mail

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- 76. Aluminum Combo. Doors, Windows
- 81. Aluminum Flashing
- 3. Aluminum Siding
- 50. Artificial Stone Siding
- 4. Asbestos Cement Siding
- 6. Asphalt Shingles
- 7. Asphalt Siding
- 80. Bolts, Clips, Washers
- 12. Brackets, Sidewall
- 14. Caulking Compounds and Guns
- 19. Cold Process Roofing
- 17. Corner Strips
- 25. Felt Laying Machines
- 64. Flashing Fabric
- 28. Hoists & Derricks
- 29. Hot Stuff
- 30. Insulation, Board

- 74. Insulation, Reflective
- 34. Kettles and Pumps
- 36. Knives, Roofing
- 39. Louvers
- 77. Shingle Tab Cement
- 70. Mechanical Gravel Spreaders
- 41. Mops and Yarns
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- 67. Pigeon Proofing
- 75. Plastic Siding
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- 44. Roof Coatings
- 66. Roofing & Building Specialties Manual
- 78. Saws & Saw Blades
- 48. Scaffolding
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- 53. Snow Guards
- 54. Spray Equipment & Pumps
- 69. Sprayed Sidewall Resurfacers
- 59. Tools, Catalogs of

Other Items _____

April, 1953 _____

Name _____

Firm _____

I am a _____

... Contractor; ... Dist.; ... Mfr.

Address _____

**Back in a
Big Way
to meet the
Big Demand!**

**THE MOST
SENSATIONAL
SELLER IN
SIDING HISTORY!**



"The Life-Guard Of The American Home"

Life-time Aluminum Weatherboard

with the Baked-on Gleaming White Enamel Finish

**SELLS ON SIGHT
AND ON FACTS**

- The most irresistible beauty and the most enduring!
- Eliminates frequent costly repainting!
- Sensational insulation value!
- Exceptional fire resistance, Rot-proof, Warp-proof!
- Never a stain—all nails hidden!



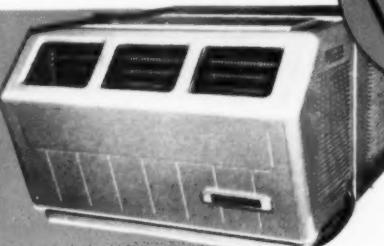
Interlocking 8" Panel assures easy installation...more jobs done in less time.

Despite limitations on the supply of aluminum during the last several years, many dealers have still been able to sell Life-time Aluminum Weatherboard and to enjoy the prestige and profits that go with every sale. For each and every job throughout the United States stands as a living testimonial to the lasting beauty of Life-time Aluminum Weatherboard. We are happy to announce that this great product is now immediately available . . . and that there are openings for additional exclusive dealerships. So don't delay. Cash in on the eager market that awaits you. Remember, Life-time Aluminum Weatherboard assures you of responsible merchandising, unchanging policy and complete cooperation.

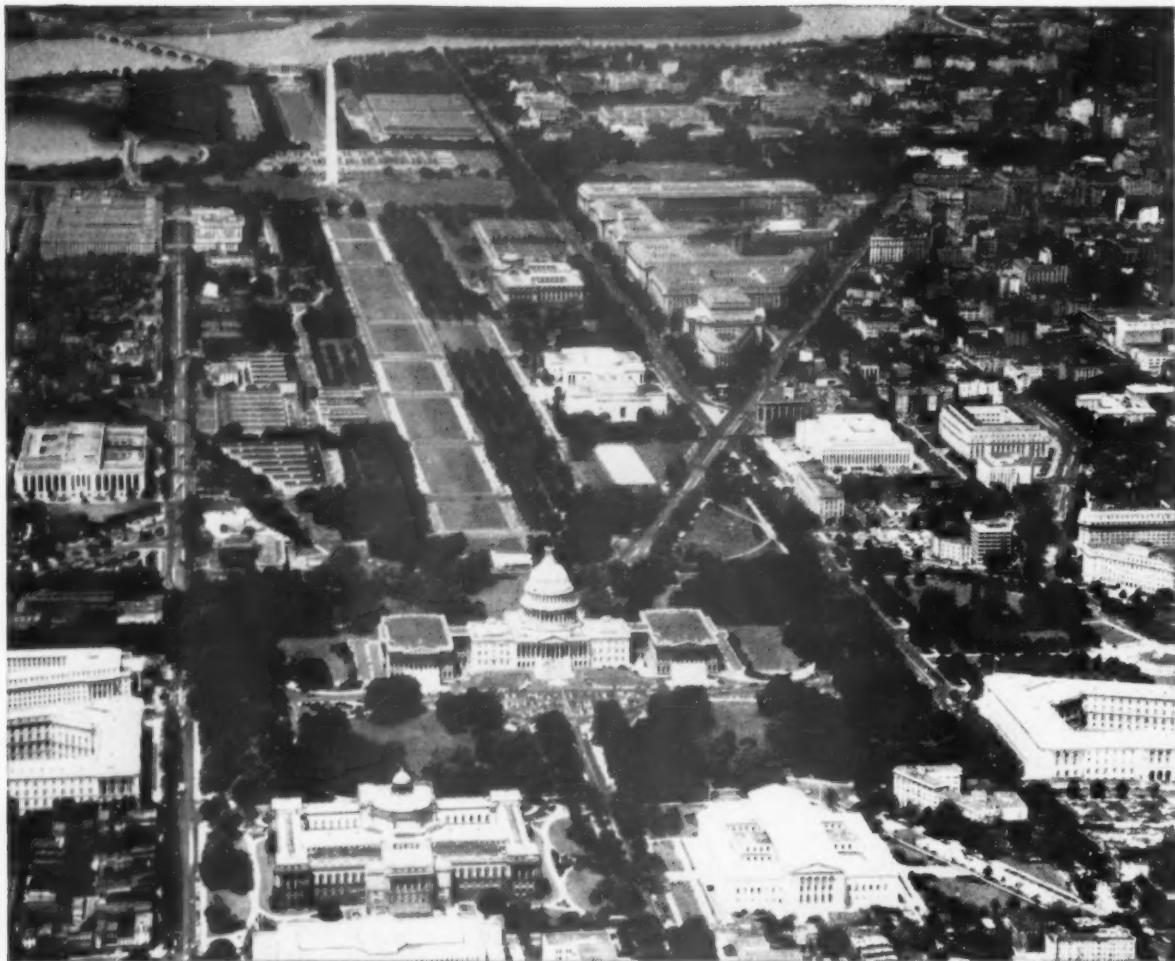
Write for full information today . . . Lifetime Industries, Inc.,
151 South Fifth St., Louisville 2, Ky.

Backed Up By The Greatest Kit Of Selling Tools Ever Assembled! From doorknob-hangers to closers' manuals, from newspaper mats to mail brochures...you get everything to clinch sales when you handle Life-time Aluminum Weatherboard.

Add quick, cool profits with the
SENSATIONAL NEW
Life-aire
ROOM CONDITIONER



**IMMEDIATE
DELIVERY**
Write Lifetime
Industries, Inc.
NOW!



**BARRETT
COVERS
WASHINGTON**

"The city of magnificent distances" is a city of magnificent buildings as well. Fittingly enough, many of these world-famed edifices enjoy the superior and long-lasting protection of Barrett Roofs.

Leading architects and engineers have long preferred Barrett for important buildings everywhere for they know Barrett Roofs give many years of matchless service under all weather conditions.

Roofers, too, prefer Barrett. Because they know Barrett specifications provide dependable guides for the application of Barrett built-up pitch and tarred felt roofs. Because Barrett pitch—the life-blood of the roof—is unexcelled as a waterproofing material. Because they know a roof constructed of alternating layers of Barrett pitch and felt armored with a slag or gravel surfacing is the toughest built-up roof and the best value on the market. Because Barrett Service makes high quality materials available from many convenient shipping points.

A Barrett Roof protects you—as well as your customers!



BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

In Canada: The Barrett Company, Ltd.

5551 St. Hubert St., Montreal

COMING—a special full-page, full-color Barrett ad in The Saturday Evening Post, May 9th featuring many famous Washington Buildings with Barrett Roofs. Send for a reprint—tie in your own promotion with this powerful ad.

*Reg. U. S. Pat. Off.

Nailing It Down

A REPORT from the National Association of Manufacturers, the voice of big business, surprised everyone by showing that the excess profits tax hits hardest — the small business man.

From a survey conducted by the association it was disclosed that of 2639 companies reporting their tax, which takes as much as 82c out of each dollar of earnings, 78.6 were classed as small business.

When informed of the survey, Casper H. Citron, regional director of the Small Defense Plants Administration, covering New York, New Jersey and Fairfield County in Connecticut, said in an interview by The New York Times, that the findings were gratifying and noted that the agency in January had submitted to the appropriate Congressional committee a recommendation that the exemption on the tax be increased to lessen the heavy impact on small business.

The New York Times also reported that the N.A.M. asked member companies to describe their experiences under the excess profits tax. It summed up 1,500 answers as follows:

"The replies revealed a pattern of plans for expansion scrapped by lack of funds, due to the excess profits tax, of present and future jobs killed, of blows to community prosperity, of waste and higher costs of new products abandoned, of enforced and unsound borrowing and of losses of benefits to employees."

This bears out, the Association said, the contentions of opponents of the tax that it penalizes most heavily the smaller, new and growing companies.

The excess profits tax is based on the average earnings of an incorporated business for the three best years of 1946 through 1949. Five-sixths of this amount is considered "normal" and is taxed at 52 per cent. Everything over this "normal" amount is considered "excess profit" and is taxed at 82 per cent, with an over-all limit on the total tax of 70 per cent.

The average roofer and siding contractor might say "So what, how can

(Continued on Page 39)

AMERICAN ROOFER and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 43

APRIL, 1953

No. 4

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NICHOLS
NEVER-STAIN
Aluminum
**INSULATED
SIDING
NAILS**

SOLID ALUMINUM — No paint or coating to chip.

RUST-PROOF — No streaks or spots — they will outlast the building itself. They will not mar the beauty and color of siding.

PRACTICALLY INVISIBLE — Ideal for either joint or face nailing.

FOR DARK SURFACE COLOR WITH LIGHT COLOR JOINTS
Use ETCHED finish nails for joint nailing and ALROK finish nails for face nailing.

FOR LIGHT SURFACE COLOR WITH DARK COLOR JOINTS
Use ALROK finish nails for joint nailing and ETCHED finish nails for face nailing.

FOR DARK SURFACE COLOR WITH DARK COLOR JOINTS
Use ALROK finish nails for either face or joint nailing.

Packed in 10 lb. cartons and convenient boxes of 1400 — 2" nails sufficient for applying five squares to either ETCHED or ALROK Siding.

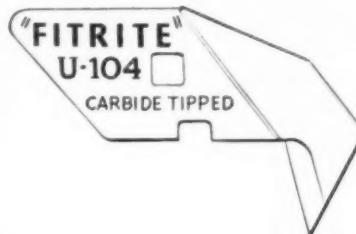
Investigate our complete line of insulated aluminum nails for applying roofing, cedar shingles, asbestos and aluminum siding. Write for free descriptive and samples. Address Dept. AR-3.

NICHOLS WIRE & ALUMINUM CO.
General Offices & Factory — DAVENPORT, IOWA
Branches: Mason City, Iowa; Battle Creek, Mich.; Cincinnati, Ohio; Atlanta, Ga.; South Deerfield, Mass.; Seattle, Wash.; Oakland, Calif.
WORLD'S LARGEST MANUFACTURER OF ALUMINUM NAILS

**NICHOLS
WIRE & ALUMINUM CO.
NEVER-STAIN
ALUMINUM INSULATED
SIDING NAILS**

GOOD JOBS Need GOOD TOOLS

Cleaner, Faster Score Cutting
With the RIGHT Blade



This amazing new blade has a tough, durable tip. It will do a faster, cleaner score-cutting job on roofing and siding materials made of abrasive compositions.

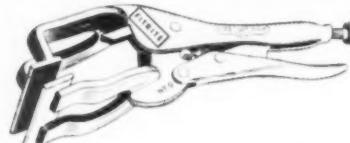
UTILITY ROOFING KNIFE



THE ONLY KNIFE WITH A RETRACTABLE HOOKED BLADE

"FITRITE" 3-WAY CLAMP

A NEW VISE-GRIP MADE EXCLUSIVELY FOR US



Throat 3½" deep

Jaws 3½" x ¾"

A necessary tool for every mechanic. Use it for on-the-job bending, forming, straightening, and seaming.

Price \$3.55

Portable Electric SAW GUN

Efficient!
Saws Metal,
Wood, Etc.



Write Dept. "R" for Catalogues and prices. To protect Trade please use your printed stationery.

DAVID LEVOW 308 WEST 20 ST.
NEW YORK
TELEPHONE CHELSEA 3-2400-2401

AMERICAN ROOFER & SIDING CONTRACTOR

APRIL

1953

\$500,000,000 FHA Title I extension is now law

AT a time when certain apprehensions and fears were being felt among roofing & siding contractors because of tightening credit terms, the extension of FHA Title I by Congress with an added \$500,000,000 in funds, brought with it an easing of tension that had been building up in recent months.

An article on this very subject in the March issue gave many of the reasons why passage of this extension meant so much not only to the roofing & siding contractor, but to the insulating contractor as well.

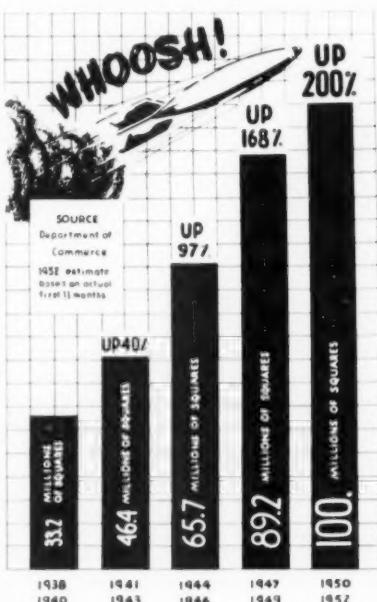
With a backlog of close to 400,000 home improvement loans already approved in banks throughout the country just waiting for this additional authority, it is a foregone conclusion that many additional thousands of applications are being expected by housing officials.

Congress unanimously passed the measure on Feb. 26, increasing from \$1,250,000,000 to \$1,750,000,000 the ceiling on FHA's authority to insure the loans. The bill was signed by President Eisenhower without comment, but it was noted by a White House spokesman that "this was one of the few programs of the government that makes money".

This resolution amends Title I of

the National Housing Act. As is well-known, banks make the loans on maintenance and repair, which average

Rapid Rise in Shingle Sales



Shipments of asphalt shingles have trebled in 15 years. Have your sales kept pace? The asphalt roofing industry shipped total of 100,000,000 squares of shingles in the 3-year period of 1950-1952 compared to 33,000,000 squares in 1938-1940. Each successive 3-year period since 1938-1940 has established new industry records.

about \$600.00 each, and are guaranteed by the government.

When the original authorization of \$1,250,000,000 reached its limit last September, the FHA was able to make a very limited number of guarantees only to the extent of the amortizations of loans, which were then running at the rate of \$75,000,000 a month. Home owners are reported to be paying back loans now at the rate of \$100,000,000 a month.

Edgar C. McIntosh, assistant to Walter L. Greene, FHA Commissioner, said that loan applications were being approved by the banks at the rate of 2,000,000 a year. Since the Title I program was started in 1934, 14,300,000 loans have been made. Mr. McIntosh computed that, at the average of 3.7 persons a family, more than 50,000,000 persons had been helped to maintain better homes by the program.

The banks get \$5 per \$100 loaned and out of this they pay three-quarters of 1 per cent, or 75 cents, to the FHA.

A charge of \$5 per \$100 loaned figures out to an interest rate of 9.7 per cent. If a person borrowed \$100 and paid it back in a lump sum a year later at a cost of \$5, the interest rate would be 5 per cent. But a borrower

(Continued on Page 40)



Swinging Scaffolds are shown in use during installation of stainless steel siding on the Gateway Center Project, Pittsburgh. (Fig. 3 in story.)

ON OUR COVER

Steel brackets shown on this month's cover provide quickly-erected staging for sidewall work. The type illustrated hooks around the studding. Referred to as Fig. 8 in the article.

PROGRESSIVE roofers are finding that modern scaffolding methods cut costs and speed work with greater safety. In addition to replacement of wood scaffolds for standard uses, they are discovering many other time and labor saving applications. Among the advantages of modern steel scaffolds over the old-fashioned, built-on-the-job wood scaffolds are:

- 1) Safety for the worker;
- 2) Speeded jobs;
- 3) Lower scaffolding costs;
- 4) Decreased fire hazard;
- 5) Improved appearance;
- 6) Scaffolding designed, built and tested by experts.

Most steel scaffolding equipment can be either purchased or rented. Usually purchase is to a contractor's advantage only if a steady volume of work keeps his scaffolds busy. Many firms buy a basic quantity of scaffolding and rent more when needed. Also, some scaffolding suppliers offer complete services including layout, erection, inspection on the job, dismantling and reconditioning.

In general, scaffolds for the roofing industry fall into three main classifications:

- 1) Built-up scaffolds;
- 2) Hanging scaffolds;
- 3) Roofing brackets; ladder hooks and jacks and similar scaffolding accessories.

1) Build-up Scaffolds are of two types:

A) *Sectional frame scaffolding* (Figs. 1 and 1A) is erected from prefabricated, welded tubular steel frames of various designs and heights from 3' to 101". Width is 5 feet. The frames are placed on top of one another and are connected by diagonal cross braces of various lengths to give desired spacing between frames.

To get all the safety that is built into sectional scaffolds, follow these general recommendations:

- 1) Observe the manufacturer's instructions regarding maximum load.
- 2) Use 2-inch scaffold grade lumber, or heavier, for platforms.
- 3) Tie the scaffold into the building every 20 feet of height and 25 feet of length.
- 4) Install guard rails and toe boards.
- 5) Use suitable overhead protection against falling objects.

6) While scaffold is in use, do not allow any structural part to be removed without permission from the proper authorities.

7) Use enough bracing to insure stability.

8) Inspect scaffold when it is erected and periodically during the use.

Safe with

By ARTHUR C. BORGMAN
Chief Engineer

The Patent Scaffolding Co., Inc.

B) *Tube and Coupler Scaffolding* (Fig. 2) has been used on nearly every type of building and for almost all construction trades. It is most versatile because working levels can be established at any desired height by means of couplers. Curved surfaces, great heights, extreme pitches and building set-backs are no problem with this type of equipment.

Tube and coupler scaffolding is erected from only four basic parts: galvanized steel tubes of various lengths joined by fittings which lock to form a continuous tube; standard, right angle couplers for right-angle joints; adjustable couplers for joints at other than right angles; bases, on which the scaffold is erected. The tubes are usually 2 or 2½ inches in diameter and from 6 to 13 feet long.

All the safety precautions for sectional scaffolds should be followed when using the tube and coupler type. Also, check the scaffold after erection to be sure that match marks on the members indicate the joints between connecting tubes are locked.

2) Hanging Scaffolds also fall into two types:

A) *Heavy-Duty Suspended Scaffolds* use steel rope wound on a ratchet drum mechanism, as a raising and lowering device. The scaffolds are generally suspended from steel outrigger I-beams, with each beam supporting two of the hoist mechanisms. Pairs

practices and uses scaffolds and ladders

Sectional scaffolding seven frames high was used on this roof repair job on one of the buildings of the Whitney Estate, Roslyn, L. I. (Fig. 1)

of drums and their connecting putlogs are spaced not more than 9 feet apart lengthwise to accommodate 12-foot planks which deck the platform solid. Standard platform width is 5 feet.

When erecting suspended scaffolds, remember these safety precautions: When work is in progress above, install overhead attachments for protection against falling objects. Inspect the scaffolding, drum mechanisms and wire rope periodically. Use guard rail and keep it in good condition. Install toe boards to prevent objects falling from the scaffold. Where I-beams are

and lowering device. They are fitted with one cable and hoist mechanism at each end of a prefabricated stage that is generally 16 to 22 feet long and from 20 to 28 inches wide. Swinging scaffolds are used instead of the heavier suspended scaffolds for lighter duty cornice and sheet metal work.

For safety when using swinging scaffolds: Check the platform for cracks or other damage. Inspect raising and lowering mechanism frequently. Remember that this is a light-duty scaffold for men with hand tools and minimum materials, so don't overload it. Be sure that there are at least three turns of wire rope on drums at all times. Do not lower the scaffold below this point. Equip the stage with toe boards and guard rail, properly supported at both ends and in the center.

3) Roofing Brackets, Shinglers and scaffolding accessories of this type are often the best equipment to use on residential jobs, shallow pitch roofs, etc.

A) *Roofing Brackets* (Fig. 4) are steel brackets designed to fasten to a pitched roof and support 2" x 10" staging. The most useful roofing brackets are adjustable to the pitch of the roof, and are nail-fastened in such a way that the bracket may be slipped off without removing the nails. The nails are then driven in before roofing is applied.

B) *Swinging Scaffolds* (Fig. 3) for light-duty service, also employ steel wire rope and a mechanical raising



This durable steel roofing bracket will always provide safe staging at any pitch. (Fig. 4)

rigged over the parapet wall, make sure that it will carry the load of the outrigger and scaffold, or that suitable bench or blocking is installed. Do not overload the scaffold. Overlap planks at least 1 foot on each side of the putlog. Make sure that the wire ropes are always hung perpendicularly.

B) *Swinging Scaffolds* (Fig. 3) for light-duty service, also employ steel wire rope and a mechanical raising

that they be adjustable. They are held by two nails and are removed same as the roofing brackets.

C) *Ladder Hooks* (Fig. 6) are designed to hook over the ridge of a pitched roof and support a ladder on

Below: The pivot on top of this ladder hook allows the ladder to be placed along the valley of the roof. (Fig. 6)



Above: This type of shingler can be removed without raising the shingle. It is available in two sizes, regular and wide. (Fig. 5)

the roof. This makes an extremely useful set-up for shingle replacement and minor roof repairs. The better ladder hooks are pivoted so that the ladder may be placed along a sloped valley, and have a protective plate on the point of the hook to avoid damage to the roof.

D) *Ladder Jacks* are used with

(Continued on Page 38)



ROOFING
SIDING
GUTTER
CONTRACTORS



ROOFING
AND
MATERIALS
FOR THE
BUILDER

REESE ROOFING & SIDING CO.

"Putting up a good front" sells lots of roofing & siding

THE aim to inspire confidence in the customer, is attributed to the success of the Reese Roofing and Siding Co., 1143 East 54th St., Indianapolis, Indiana.

"Service has always been considered one of the firm's main goals and is the way we've built our business," stated Frank Reese, son of the founder. "We have one truck for special hurry-up jobs, and it is ready to go out almost immediately on any emergency." It is assumed that the person who has a leaky roof, wants it repaired immediately so that his wall paper or plastering will not be ruined. He does not wish to wait weeks before it can be attended to. Some firms do not care to bother with such small jobs, but Reese's has found that this service pays in the long run.

The small job itself may not be profitable, but when it is done promptly and well, it leads to others. The leaky roof, by the way, may lead to a contract for installing a complete new one. By first establishing good relations through answering a frantic call, the firm has a foot in the door practically, on that larger contract.

Another aspect of service that Reese's practice, is to take care promptly of any complaints on a job that might be received. Dependence is placed largely on satisfied customers for business, as the customer who is completely satisfied with the work done by the Reese company, will tell other people about it. In this way the satisfied customers have helped to build the business.

Few Outside Salesmen

Such a good job of producing satisfied customers has been done, in fact, that the business has grown every year without the services of an outside

By F. M. TAYLOR
Special to American Roofer
& Siding Contractor

salesman. However, this year the Reese's couldn't keep up with all of

Top:
The letterhead used by Reese Roofing & Siding Co. acts as one of the firm's greatest assets, for it displays the company's offices, warehouse and display room, the only set-up of its kind in Indianapolis.

the calls themselves, and were compelled to add another salesman. No solicitors or canvassers are employed.

A year round crew of about 12 mechanics is supplemented during the busy season to expand the force to 20 or 30. The additional force, then, is under supervision of the year round crew. As evidence of the extent of the firm's operations, it has six trucks in constant use.

Reese's does both residential and commercial work in roofing, siding and

(Continued on Page 48)



The Reese family hard at work. In the rear, John L. Reese, who is in charge of sales, at the typewriter. Behind him is the window through which he supervises work in the shop, and passes orders to his men. Center, wife Marguerite, office manager, gets ready to work on the adding machine. Front, son Frank, who is in charge of purchasing and supervisor of warehouse equipment and workmen. Frank Reese is a full partner in the business, having graduated from Purdue University in 1945. This close knit family has built its separate homes on lots next to the building, to make commuting to the business easy, so great is their enjoyment of working and living together.



THAT LASTS A **HOUSETIME**

Now your home can have decorator beauty *outside*. Thanks to Ruberoid's new Color-Grained Siding, both new homes and old are following the trend to color.

Even more exciting than the two-tone decorator colors and texture is the fact that here is a modern asbestos material that offers longer-lasting beauty, greater durability, protection and economy than ever before. Color-Grained Siding is surprisingly low in cost. And its low first cost is the last . . . because the colors stay bright and clean (thanks to its *Duroc* protective finish) . . . it never needs painting.

Your dealer or contractor

will be glad to give you a free estimate on re-siding with Color-Grained Siding. Ask him, too, about Ruberoid's new *Shadow-Wedge*, an asphalt undercoursing strip that gives added weather protection and enhances Color-Grained Siding's beauty with rich, deep shadowlines.

See the beautiful blends of Color-Grained Siding at your building supply dealer, or mail coupon for descriptive folder.



Color-Grained Siding

with exclusive *Duroc* finish.

The **RUBEROID** Co.

as advertised in
THE SATURDAY EVENING
POST
March 14th

**Are you profiting
from the fastest selling
specialty in the roofing
and siding field?**

RUBEROID

Color-Grained Siding

AND

ShadoWedge

Color-Grained Siding* started the big trend to color, then topped its superior decorator-designed color and texture with a new sales feature . . . Duroc protective finish, for lasting color-freshness, dirt and moisture resistance.

Now a new boost to siding sales is under way with the combined promotion of Color-Grained Siding plus ShadoWedge** . . . the

perfect siding combination. ShadoWedge adds a new dimension to color and texture . . . deep shadowlines.

Here's a real luxury siding with tremendous sales appeal that opens new markets for re-siding. Cash in now on this nationally advertised perfect siding combination. Ask your Ruberoid representative for samples and sales aids, or send coupon below.

*Patent Nos. 2307733; 2307734, others pending

**Patent No. 2394379, others pending

THE RUBEROID CO.
500 Fifth Ave., N.Y. 36, N.Y.

Please send me sample of Ruberoid Color-Grained Siding and ShadoWedge

YOUR NAME

COMPANY

ADDRESS

CITY

ZONE

STATE

The RUBEROID Co.





*Illustration courtesy
A. Shelburne Co.*

Sprayed resurfacers:

methods of preparation and application

Mr. Perlmutter is an engineer and has had many years of experience with mastics. He is in charge of sales and technical development for the companies with which he is associated.

In this issue and in articles to come, Mr. Perlmutter will discuss such subjects as: 1—The general composition of mastics. 2—Methods of surface preparation and application. 3—Costs of going into business in this field and the related problems of selling, merchandising, and servicing.

THE sprayed-on exterior resurfacers for the protection of wood, brick, stucco and other building material surfaces, that have been commonly classified as mastics, are today a rapidly growing and widely developed form of protective coating application. Some of these products are not new, but as

By SIMON R. PERLMUTTER
Vice-President
Old Quaker Paint Co.
Atomastic Corporation

one pioneering manufacturer in this field points out, the cost has been so prohibitive up until a few years ago, that its use was most limited.

There are many factors responsible for the development of this field somewhat outside the paint industry, despite the fact that some of these products are being produced by manufacturers who have been in the paint field for more than a generation, and used by applicators who have been painters and painting contractors for just as long.

To begin with, mastics are textured, heavy coatings, most of them having

the consistency of an extremely viscous semi-paste, that can only be effectively applied with special high pressure spray equipment. Painters have not been too prone to the use of mechanical devices. Paint union journeymen say that mechanical devices shall not be used in their industry where the work can be done otherwise. Like all skilled workers, painters are quite critical of the materials they use, but as a general rule will try a new paint, check its hiding powers, its brushability, etc., but in the case of mastics, because of what looks like a threat from the machine age, both the painting contractor and the workmen, are slow to accept this product.

Machine Age

Modern technological devices are bound to make their impression in this
(Continued on Page 42)



Left: The unusual ability of sprayed resurfacers to withstand age and wear is shown clearly in this photo of an apartment house. The structure was resurfaced in 1932; photo taken in 1950.

Photo courtesy Atomastic Corporation

Selling only to friends is key to this contractor's growing business volume

IF you sell to your friends and their friends, your product and your service must be good. Otherwise, they won't be friends for long.

Operating on the principle that you can do business with your friends and still keep them as friends, Harold Gilbert has built a highly profitable roofing and siding business in Buffalo, N. Y. He is president and owner of Sterling Roofing and Siding Company, 1700 Niagara Street.

"Our business philosophy is simple, but effective," Gilbert says. "We sell only to our friends or people who friends have recommended to us. In other words, we always have some direct personal contact with a prospective customer. Many people hesitate to use friendship as a basis for doing business. I disagree. We never sell to anyone who doesn't need our products—asphalt roofing or insulating siding. Our customers get a bargain and they recognize that fact. I've been in business 15 years and still have my original friends plus a few thousand more made through roofing and siding jobs."

Eight Men On Sales Force

Operating under this principle, many businesses would soon run out of prospects. But not Sterling Roofing and Siding. Gilbert has eight men—four canvassers and four cleaners—on his sales force. All own property. Each one is active in church, fraternal and civic affairs. When you have eight men plus an energetic boss contacting people constantly, a business makes lots of new friends.

Buffalo is rich in homes that are prospects for new siding jobs. The reason can be traced to a period 70 years ago when Buffalo was the national center of the lumber market. Canadian lumber came across Lake



Harold Gilbert, owner of Sterling Roofing and Siding Company, smiles happily as he stands in front of part of a large quality home residing project he has just completed.

Erie to nearby Tonawanda, N. Y., and from there was transported by canal to New York City or to the South or West. Since lumber was so readily available in the Buffalo area, many of the homes were of frame construction.

The sprawling old 10- and 15-room homes in Buffalo's "Gold Coast" area make the best possible prospects for insulating siding. It's the only product that can be applied on an economical basis to prevent complete deterioration of these venerable old structures.

Besides a healthy growing business, Gilbert has other evidence that a business built on friendship will endure. In the summer of 1951 Buffalo was invaded by a drove of itinerant siding salesmen who left all their ethics on the edge of town. Buffalo residents were besieged with wild claims, asked to sign contracts containing all sorts of weird and costly proposals.

The Buffalo Better Business Bureau soon swung into action, backed by the city's roofing and siding applicators.

The public was warned about the tactics of the "dynamiters" as they were called because of their high pressure tactics. Eventually, things became so hot that the salesmen left town.

In Business Since 1937

Gilbert has been selling insulating siding and asphalt roofing since 1937. They are the only products he handles, making him an asphalt-mineral granule man only. Gilbert got his start in roofing and siding under his uncle, Oscar Kaiser of the Midland Improvement Company, Milwaukee.

After such an experience you would expect the people of Buffalo to be suspicious of all siding salesmen, no matter how honest their intentions. But Gilbert's men, making their contacts through friends, had no trouble. 1951 was one of the best years in the firm's history. It proved that a long-standing policy of dealing with friends and

(Continued on Page 36)

Buyers find all they want in

"Century" NU-GRAIN asbestos-cement siding shingles

"CENTURY" sided homes give *more* than full measure! These tough, durable shingles combine the appearance of old-fashioned split wood shingles and the lasting qualities of stone.

They are virtually maintenance-free, and never need protective paint. They won't burn, rot, or rust—or tempt termites.

And home buyers and remodelers are really enthusiastic about the three attractive, lasting colors in which NU-GRAIN shingles are made:

NU-GRAIN Green, NU-GRAIN Gray, and
NU-GRAIN Brown (illustrated). When the shingles are applied, the vertical joints between them disappear in the continuous grain pattern, and their straight-but shadow lines are clear and pronounced.

Home-conscious people by the millions have seen and admired "Century" NU-GRAIN shingles on actual homes and in K&M advertisements (in color) in *Better Homes & Gardens* magazine. Get the complete story from your K&M Distributor or write directly to us for free four-color folder.



Nature made Asbestos . . .
Keasbey & Mattison has made it
serve mankind since 1873

America's first maker of asbestos-cement shingles

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

Direct mail works best in communities where homes are scattered

SUPPOSE you work in a large community of apartment houses, industrial plants, and homes of varying ages and states of repair. Only a small number of all the people in the community could possibly be interested in roofing and siding. Under those circumstances, newspaper and radio advertising may be wasteful, even though the cost for reaching one person is quite low. With direct mail, you can reach just the people you want to reach, and only those people, at a cost much lower than a personal visit.

You can reduce the cost to almost negligible proportions — just the amounts for imprinting your name and address, and for postage and addressing envelopes—when you use the direct mail selling material put out by your suppliers. It's colorful, informative, varied and generally forceful—and yours for the asking.

In one mailing you can enclose a mimeographed letter (pre-written for you in some cases), a natural-color folder describing and illustrating a particular style or composition shingle for roofing, another folder detailing how this superior material is made, and a self-addressed business reply card, on which the householder can tell you when to call. Each mailing can be different, since there is a variety of enclosures and sales appeals for built-up roofing, roll roofing and siding, and many booklets on special products. You can send out tips on how to care for roofs, you can make announcements about new products and/or services, you can suggest that they come over and watch your organization working elsewhere, you can send blotters and catalogs. There are only two things to remember:

1. enclose more than one piece, and
2. your mailing is worthless if it

By R. L. WILLET
Special to American Roofer
& Siding Contractor

doesn't go to the right people.

Where will you get a list and how will you organize it? You can use a list of their local subscribers from the beautiful house magazines, you can ask at real estate offices and banks,

you can refer to your own door-to-door canvassing and telephone canvassing, or you can go to county or municipal tax records. Put each name and address on a separate 3" x 5" index card and file them alphabetically. If you want to separate parts of the list, you can use cards of different colors, or colored-tab clips. When the names are separate on cards, you can add all sorts of information, or remove or destroy a name without damaging your list.

As with any other kind of advertising, the secret of successful use of direct mail is regularity and continuity. If you keep a steady stream, even only a thin trickle, of orders and inquiries flowing into your office, your mailings have more than paid for themselves, and your business is on a firm foundation.

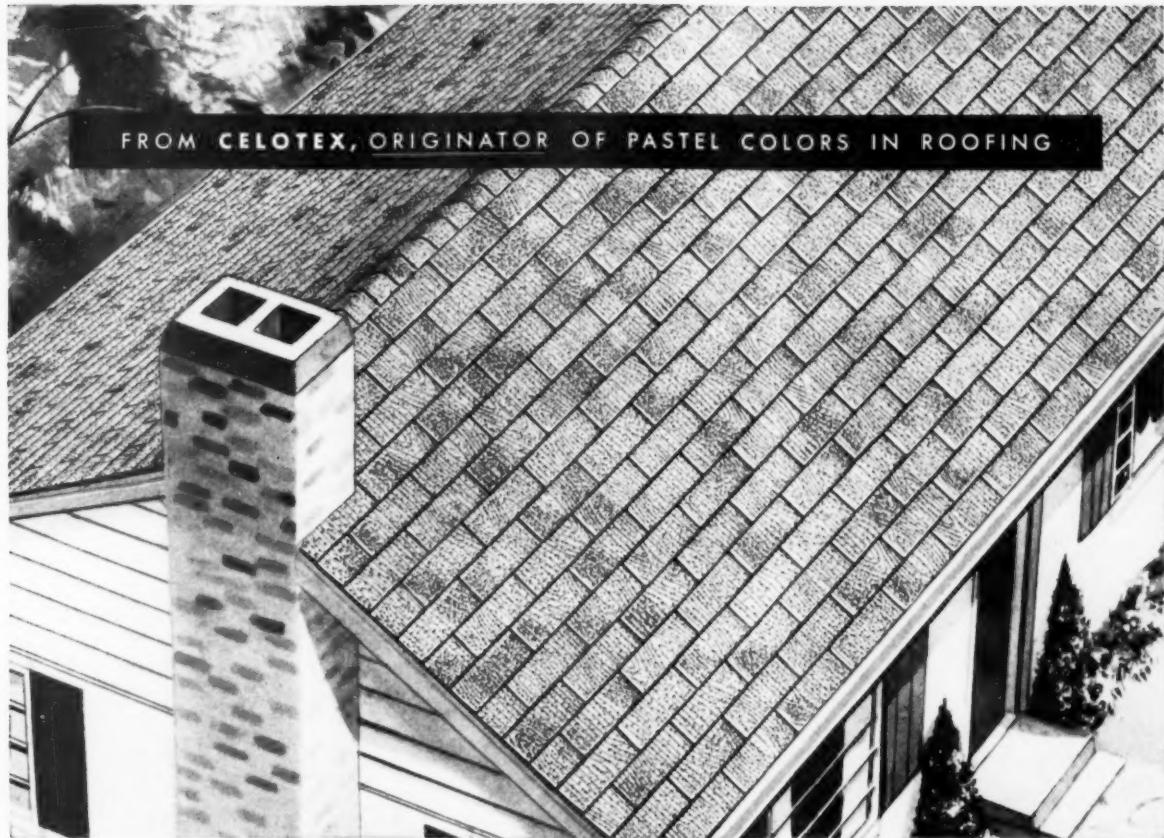
Next month: How to Make Canvasing Easier.

The material in this series is being prepared with the cooperation of the Philip Carey, Celotex, Johns-Manville, Jones & Brown, Ruberoid, Silvercote and U. S. Gypsum companies.

Covering The World . . .



By Elmo



New, Lighter pastel blends

DESIGNED TO HELP YOU MAKE SALES HISTORY

Here, truly, are the most beautiful pastel blends you have ever laid eyes on . . . trend-setting new lighter blends available *only* in Celotex Triple-Sealed Asphalt Shingles!

Here is new perfection in color blending. Here is fresh, unusual, modern charm no other shingle can duplicate. In short, here are exactly the lighter pastel blends your prospects *want most*, as proved by actual consumer buying!

And, Celotex Asphalt Shingles give you other big selling advantages, too. There's the exclusive Triple-Sealed Process that insures extra weather protection, extra service, extra satisfaction. Plus styles, colors, textures for every taste and decorative plan.

See them at your Celotex jobber's now—the striking, original, new lighter Celotex pastel blends your prospects will be talking about . . . and *buying!*

Sales come easier—when you feature genuine

CELOTEX
REG. U. S. PAT. OFF.

THE CELOTEX CORPORATION • 120 S. LASALLE STREET • CHICAGO 3, ILLINOIS

NEW CORAL BLEND illustrates the dramatically "different" beauty of the new, improved, lighter Celotex pastel blends. This salesmaking line also includes Pacific Gray Blend, Bronze Blend, Silver Blue Blend, Terra Cotta Red Blend, Cedar Green Blend, Mediterranean Blue Blend, Walnut Brown Blend, Gray Slate Blend. See samples at your Celotex jobber's!

National Advertising Puts the *Sell* in Celotex

Sales come easier when you feature *genuine* Celotex Triple-Sealed Asphalt Shingles. That's because over a quarter century of consistent, resultful national advertising has created *nationwide preference* for the brand name Celotex.

And, this preference continues to grow, thanks to big, impressive Celotex ads reaching millions of people month after month in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, and other famous national magazines.

Roofer finds easy way to stack and handle shingles

Innovations and
use of special
truck make
possible rule-breaking
stacking.

A SPRINGFIELD, MISSOURI, firm, Safe-Way Roofers, has discovered a simple but efficient method of handling asphalt shingles in and out of their warehouse. The photos on this page show bundles of shingles stacked more than the usually recommended six bundles high. Due to the quick turnover in shingles by this company, the firm has been enabled to pile them considerably higher than the official limitation. C. E. Cooh, head of the firm, reports that so far no damage has resulted.

The unusual layout and type setting shown on these pages is the product of "Old American News," the house organ of Old American Roofing Mills located in Kansas City, Missouri. Through the kindness of Jim Bushfield, Editor of this outstanding periodical, we have been enabled to present this layout exactly as it was originally published. Roofers may find study of the pictures profitable for their own handling operations.



1. Ralph Kennell prepares to unload a car of roofing at Safe-Way's dock. Some 25 or 30 dollies are stacked near the car. Dollies, made from scrap lumber, are about 12 x 34 inches—about the size of a bundle of Dutch Lap or Heavy-tab Shingles.



2. Kennell places a dolly on the floor in the doorway of the car and stacks four squares of Dutch Laps on it, being careful to keep his stack neat and even.



3. Leo Broekoven arrives with the special hand truck developed for the job. Coon bought several of these trucks after seeing them exhibited at a roofers convention several years ago, then modified them to suit his particular purpose.

Handle shingles

5. Loaded, the truck may be balanced on its wheels and rollers.



6. An easy pull down on the handles and the load, easily balanced on the main wheels, is rolled out of the car.



7. In this instance, Broekoven rolls his load straight through the warehouse and onto a waiting truck in the bay at the other side. Of course, timing of inbound cars and waiting trucks isn't always this perfect.



8. Marvin Coon, son of C. E. Coon, inserts a wood rack at the bottom of a hand truck to aid in unloading roll goods.



4. Broekoven pushes the platform in under the dolly. Note that the main wheels are off the floor and the truck is pushed forward on special ball bearing rollers on the crossrod at bottom of the truck.



9. Rolls are stacked on the truck in this fashion.



Vitamin C for Customers

Now, stimulate your customer's desire to buy with this wonderful new U.S.G. business-building sales promotion plan. All the ingredients are there to arouse potential customers, and to set your spring sales soaring! Use them all and give your prospects the *full* treatment.

Give your business this

Colorful Customer- catching Merchandising Aids

DIRECT MAIL

Eye-catching, hard-selling letters, envelope stuffers, broadsides and handouts.

NEWSPAPER

Attention-getting newspaper ad mats, pre-tested to pull in prospects.

RADIO

Interesting and convincing radio scripts that will talk your customers into buying.

MOVIE

Dramatic Hollywood type production for locally sponsored showings.

DISPLAYS

Dynamic, attention-getting posters and window display units.

SAMPLES

Pep up your presentations with easy-to-carry, easy-to-show samples.

JOB SIGNS

Traffic stoppers you can use to advertise right on the job.

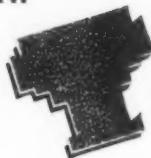
...Vitamin D for Dealers

Selling your customers — that's where money-making USG* Roofing and Siding products come in. When homes need doctoring, owners quite naturally take to the beauty, brightness and endurance of these fine quality United States Gypsum products. Check these famous features and see why they're so easy to sell.

new USG spring Selling tonic!

Durable Dollar-making Roofing and Siding

NEW



GRIP-LOCK* Shingles, ideal for low-cost re-roofing jobs. Can be quickly applied to form a beautiful basket-weave pattern.

PASTEL BLENDS in USG Thick Butt Shingles. Real beauties that sell like hotcakes to the ladies. In gray, brown or green.

EXCLUSIVE



GLATEX*, the "aristocrat of siding" —an asbestos-cement product with a beautiful, washable china-like finish.

And look at these USG Roofing exclusives: SUPER-TITE,* ARRO-LOCK*, DUBL-TAB, THATCH, SHINGLE-ROL, SIL-O-ETT*.

COMPLETE

You sell variety as well as value, when you handle USG Roofing and Siding, because here is one of the most complete lines of its kind in America with colors, designs and types to suit any personality or pocketbook. For further details contact your U.S.G. representative —or write United States Gypsum, 300 W. Adams St., Chicago 6, Illinois.

*T. M. Reg. U. S. Pat. Off.



UNITED STATES GYPSUM
The Greatest Name in Building



4



1



2



3

How to apply new type flat roof maintenance material

DEVELOPMENT of fibrous glass Corotop for fast, economical maintenance of asphalt roofs has been announced by Owens-Corning Fiberglas Corporation.

A new heavy duty, weather-tight surface for old or worn asphalt roofs, the product is a combination of non-rotting roofing mat and specially processed liquid asphalt. It is applied cold by brush or spray.

The roofing mat, available in rolls,

is light weight and easy to handle. A four man crew, for example, can lay as much as 40,000 square feet of Corotop a day.

The mat weighs only two pounds per square of 100 square feet. It is packed in rolls, each weighing 11 pounds and covering $5\frac{1}{2}$ squares. The liquid asphalt, basically a clay type emulsion, is available in 55 gallon drums.

Application is a three-step process,

(Continued on Page 36)

1. After minimum cleaning and patching of the old roof, the crew applies a strip of liquid asphalt. The roofing mat is unrolled or laid in the asphalt, then imbedded with a brush.

2. The mat is covered with a second coat of liquid asphalt which then is smoothed in place by brush and allowed to dry at least 12 hours.

3. The entire roof surface is covered with a final coat of liquid asphalt. This completes the job.

4. Top. This is an overall shot showing application of the new material.

NEWS of the Month

Ruberoid Co. To Distribute Fiberglas Products

The Ruberoid Co., manufacturer of a wide variety of building materials, has been named a national distributor of Fiberglas residential building insulations, it was announced today by Owens-Corning Fiberglas Corporation.

The Ruberoid Co. joins five other firms in the distribution of Fiberglas residential building insulations. They are: Armstrong Cork Co., Lancaster, Pa.; Certain-teed Products Corp., Ardmore, Pa.; The Flintkote Co., New York; Minnesota and Ontario Paper Co., Minneapolis, and Kelley-Island Lime & Transport Co., Cleveland.

Fiberglas residential building insulations sold through these national distributors include: roll blankets, batt blankets, perimeter insulations, pouring wool and utility batts. They have found wide acceptance in the insulation of new and existing homes.

The Ruberoid Co., founded in 1886, has district sales offices in major cities in the United States and operates fifteen manufacturing plants. This firm manufactures asphalt and asbestos cement shingles, roofings and sidings, asbestos cement wall boards, roof and floor felts, building papers, roof coatings and plastic cement. The company also makes heat and fire resistant insulating materials for boilers and pipes, special lacquers and paints for the protection of metal, fiber and concrete surfaces, pipe line materials and waterproofing products.

* * *

Reynolds Metals Announces Paint Market Assignments

Reynolds Metal Company, through its General Sales Office in Louisville, Kentucky, has announced the appointment of two men to head up the Paint Market division of the firm's sales organization.

Douglas McKellar has been named Manager, Paint Market Sales, and Edward F. Reilly, Assistant Manager of the paint sales division. Among their duties will be national promotion of "Liquid Aluminum," the aluminum paint being made by leading manufacturers with pigments supplied by Reynolds.

Mr. McKellar was graduated from Yale University with a Bachelor of Science degree. Prior to his association with Reynolds Metals, he was employed in chemical pigment sales by the Kentucky Color and Chemical Company, Louisville.

Mr. Reilly, a native of New York City, joined Reynolds in 1940, and has been actively engaged in paint market sales work for the past several years.



C. J. Land, W. J. Sauer Upped By Jones & Brown, Inc.

As a key-note at the opening session of his company's annual sales conference, E. N. Rosenthal, President, Jones & Brown, Inc., Pittsburgh, Pa., announced two major promotions to his executive staff.



W. J. SAUER

C. J. Land has been promoted to General Manager of the company. He will have complete supervisory capacity over all selling and administrative positions. W. J. Sauer has been promoted to Sales Manager of siding products. Mr. Sauer will have complete charge of salesmen's activities in his division on a country-wide scale.

* * *

Connors, Brock Promoted By Chase Bag Company

Two top executive changes were announced by F. H. Ludington, President of the Chase Bag Company, at a meeting of the company's managers and sales managers held in Chicago, recently.

Robert N. Connors, Vice-President and General Sales Manager and a member of the Board of Directors, has been appointed Executive Vice-President. William N. Brock, Assistant General Sales Manager, has been named General Sales Manager.

Owens-Corning App'ts R. S. Ringwalt To N. Y. Sales

Richard S. Ringwalt has been appointed assistant manager of the New York sales area of Owens-Corning Fiberglas Corporation, it has been announced by E. W. (Pat) Smith, vice president in charge of branch operations.



RICHARD S. RINGWALT

In his new position Mr. Ringwalt will assist John A. McKay, sales manager, in directing sales of the various types of building and industrial materials.

Aeroil Holds Annual Sales Conference of Nationwide Reps.

Branch office managers of Aeroil Products Company, Inc. of South Hackensack, New Jersey,—manufacturers of asphalt and pitch kettles for roofing purposes and other roofing tools and accessories—arrived by plane and train in New York recently from Seattle, San Francisco, Los Angeles, Chicago, Pittsburgh, and Dedham, Massachusetts for their Annual Sales Meeting.

Mr. Joseph Halperin, General Manager, announced the following appointments: Joseph A. Lynch as Advertising and Sales Promotional Manager; Loyal (Stretch) Lohse as Assistant Sales Manager to handle Government sales; Al Grimaldi as Assistant Sales Manager directing sales of the company's "Auto-Steam" Cleaner Division; John Carrino as Manager of the Company's new branch office at South Hackensack, New Jersey, recently inaugurated to round out the company's overall territorial sales equalization program.

Robert (Bob) Willems of Chicago is to be Midwest Regional Manager and will direct the activities of branch offices in Chicago, Illinois and Dallas, Texas now managed by Walter Vandenberg and Fieldon Starks, respectively. (One of Mr. Willems' immediate duties will be the opening of a new branch office in Kansas City, Missouri.)

(Continued on Page 37)

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Closure Strip Bulletin

Info-Bulletin 521 has just been issued by Fabricated Products Company, manufacturers of specialties for corrugated sheet building construction.



The literature fully describes Fabco Closure Strips of asphalt composition or rubber composition. These are premolded corrugated caulking or filler strips for use in sealing the openings formed by the installation of corrugated sheet metal or asbestos against flat surfaces such as steel members or flashings at ridge, base, gutter or corner and for sealing the bottom of the wall against curbing.

Uses of the more economical flat isolation strips for prevention of electrolytic corrosion by contact of aluminum sheeting with steel members, masonry or moist wood, are described. Applications for Fabco Closures and Isolation Strips, as well as the Company's "Topseal" Fasteners, are illustrated by corrugation construction assembly detail drawings.

Aluminum Ladders

Called Oro-Lite, a new line of aluminum ladders is announced by the Oro Manufacturing Company, which provides safety, durability and portability for roofers.

The line includes: extension ladders from 16 ft. to 40 ft.; window cleaner ladders in 6 ft. sections; straight ladders from 6 ft. to 20 ft.; estimators' ladders in 4 ft. sections, and orchard ladders in sizes from 16 ft. to 24 ft.

The "Oro-Lite" aluminum extension ladder: Made of 61 ST Aluminum throughout. Side rails are $2\frac{1}{2}$ " x $\frac{3}{4}$ " x .065" wall-tubing, rectangular extruded and drawn. Rungs are 1" in diameter, ribbed for safety and added strength. Joints are of special design (patent applied for) and have no bolts, rivets or welds. Slide Guides—two sets for added strength and rigidity. Bottom brackets are heavy duty extrusions. Safety shoes are optional at slight extra cost. This extension model is also available with hooks.

"Oro-Lite" Aluminum ladders combine great strength with ease of handling, plus many safety features. No rusting, rotting,

splintering or cracking. Dependable, quick-acting lock holds extension securely.

* * *

Material Elevator

A new heavy duty model of the Roll-O-Hoist material elevator with a special "walk-through" feature for handling concrete buggies has been developed for construction use by Stampco Products.



Rated at 1200 lbs. capacity, the new hoist is designed to accommodate a standard two wheel concrete buggy, or can be furnished with a tip-over bucket for handling $\frac{1}{4}$ yard of concrete. Cross braces—adjustable every two feet—permit a 6 foot "walk-through" opening to be made at any loading or unloading level on the hoist, enabling workers to roll buggies directly through the hoist frame.

Designated the Roll-O-Hoist Model "K", the unit consists of a rigid, vertical all-steel frame, mounted on two pneumatic rubber tires and equipped with a 47" wide by 57" long platform. Power is supplied by a 7½ H.P. gasoline winch or 3 H.P. electric motor. A remote control mechanism enables a single operator to govern both the motor switch or engine throttle and the positive acting mechanical brake from any position on the Roll-O-Hoist.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

Steam Jacketed Roof Drains

Damage to roof areas from backed-up and standing water due to freezing of water in drain inlet is reduced by a new Steam Jacketed Roof Drain manufactured by J. A. Zurn Mfg. Co., which prevents snow and water from freezing and clogging the drain inlet.



Steam chamber completely circles sump area, providing radiation from inner surfaces of entire sump. Live steam at 15 p.s.i.g. enters through steam inlet, travels through chamber around sump and is vented by outlet on opposite side.

Roof drain is easily and quickly connected to building steam lines. Drain is of cloudburst type, designed to quickly and efficiently carry off sudden heavy surges of water. Dome has wide flair, an extra large, non-clogging mushroom type strainer and a gravel guard, assuring maximum flow into drain. Furnished in Dura-Coated cast iron, galvanized cast iron and bronze for prefabricated steel deck, wood, concrete or other roof construction.

Improved Roll Roofing

The Ruberoid Co. has announced a major improvement in its Dubl-Coverage Roll Roofing which facilitates its installation and assures longer life.

A company spokesman revealed that an extra coating of bitumen has been added to the entire selvage. The coating has been specially treated to prevent sticking in the roll, thus assuring the elimination of wasted time and material.

In addition, the extra bitumen insures tighter adhesion between underlap and overlap by increasing the bonding power when applied with cold cement or hot asphalt. Also, the bitumen increases moisture repellency far beyond that of an uncoated selvage.

Ruberoid has added the coating right up to the slate line to prevent moisture seepage beyond the seams and protecting the felt against

(Continued on Page 33)

What's New

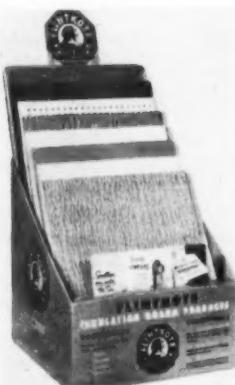
(Continued from Page 32)

rot. The overlapping feature of Dubl-Coverage Roll Roofing, which prevents nails from rusting out, has been retained.

* * *

Decorative Board Display

A compact new display unit designed to show eight standard Flintkote 12" by 12" board samples was recently released by The Flintkote Company. This new unit, taking up a trifle more than a square foot of counter space, is only 24" high when assembled and has a literature compartment conveniently placed in the front of the display. It can be wall hung or used as window display.



These new units are available only through Flintkote representatives.

* * *

Insulated Siding Cutter

An improved lightweight version of their Insulated Siding Cutter has been put out by the O. Pearson Manufacturing Company. According to the manufacturer, the cutter cuts through easily, as well as making a perfectly clean cut. There is an automatic feeder which reduces the usual time of cutting to half. The material which is to be cut may be marked at each edge and cut across. No other marking is necessary except that the long way must be marked all along its length. Also the corner must be cut out.

The lower section of the siding cutter is made with a footplate to eliminate fastening the instrument down when cutting. The instrument can thus be swung around to any angle and conveniently used on a one plank scaffold.

The siding cutter is equipped with felt lubricators which moisten the cutting blade with each stroke. This prevents tar from sticking to the blade. Occasional filling with oil will keep the felts working well. One extra blade is provided with each siding cutter. The instrument weights only seven pounds and its length is 25 inches.

* * *

Special Tacker

A special model stapling tacker, the T5 Outward-Clinch, manufactured by Bostitch, now makes it possible to drive and clinch staples in "hard to get at" places where a
(Continued on Page 39)



brings you

GIANT TRIANGLE VENTILATORS

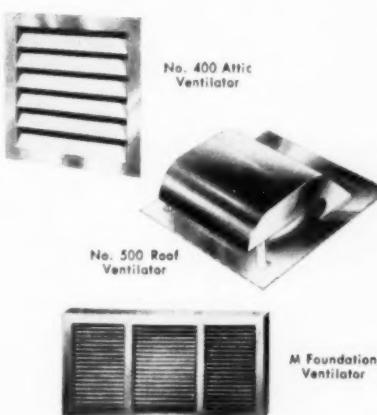


- 3 Sizes • Low Cost
- Rigid Construction

Leigh Giant Ventilators are real news! Now you can get a giant ventilator *completely assembled*, priced far below any handmade ventilator. Three sizes for any job. Louvers and frames especially designed for strength and rigidity require no cutting or fitting. Simple to install. For freedom from shipping damage, two larger sizes are shipped in two halves that snap together easily without requiring tools of any kind. Aluminum or double-protected steel, screened in back. Packed two ventilators per carton.

SIZES: Ventilator 47" in length has 84 sq. in. free area
 Ventilator 69" in length has 187 sq. in. free area
 Ventilator 90" in length has 344 sq. in. free area

Leigh is the Complete Ventilator Line



No matter what your ventilator requirements — Leigh makes it! Attic, roof, foundation, adjustable triangle ventilators thru-the-wall models, brick and cement block ventilators. Order from the *complete* line to save time and money!

*Send today for the colorful
Leigh Catalog — it's FREE!*



LEIGH BUILDING PRODUCTS DIVISION
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Wholesale Roofers Hold 1st Exhibit & Convention, Phila., Apr. 13-15, 1953

THE Wholesale Roofings Association of Pennsylvania, New Jersey and Delaware is sponsoring its First Annual Roofing, Heating, and Insulation Exhibit to be held in Convention Hall, Philadelphia, Pennsylvania, April 13-14-15, 1953.

According to Mr. Daniel Cades, Chairman of the exhibit committee for the Wholesale Roofings Association, the purpose of this show is to bring together in one area all of the members of this segment of the construction field devoted "to the comfort, well being and health of the entire public."

According to Mr. Cades, "To it have been invited the architects who specify the materials, the builders who erect and repair the homes, material dealers and the contractors who install the materials. Those engaged in the production, distribution, financing and the publications covering these fields of endeavor have been invited to display. For the first time, without regard to association in any other trade group,

every part of the industry serving the greater Delaware Philadelphia Development area is "brought together."

New Products To Be Introduced

Mr. Cades said that it is hoped that at this exhibition, new products can be introduced, better methods promoted, and the highest conduct of business incorporated by all those engaged in the wholesale aspect of the shelter industry. More important, those sponsoring the show want to emphasize the interrelationship and interdependence of every type of concern in the business, from the designer and manufacturer of the products through the distributor to the actual installer of the materials.

Special Exhibit Hall

A special hall in Convention Hall has been reserved for the actual exhibits. There will be ample parking space for those driving to the actual site of the exhibit. Trolleys, busses and elevated

trains are within a short distance of Convention Hall.

A large space has been set aside for special features. Panel discussions of interest to the trade, movies showing the newest ideas in roofing, insulating and heating will be put on the screen every day, and there will be discussions by leaders in the industry so that everyone will have the opportunity to know just exactly what is going on in their business.

Officers Of Association

The officers of the Wholesale Roofings Association are as follows: Allen H. Kirby, President; Daniel Cades, First Vice President; Charles McCall, Second Vice President; John Hall, Third Vice President; A. M. Haff, Secretary and Treasurer.

Committee for the Exhibit is as follows: Daniel Cades, Chairman; Alexander Haff, Allen Kirby, Harry Stelwagon, and Joseph Weinstein.

**Free Catalogs &
Literature, See Page 10**

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U. S. A.



PARALASTIC* CAULKING COMPOUND
FOR
● WEATHERPROOFING
● WATERPROOFING
● INSULATING

for matching and blending all colors and pastels of new asbestos and insulating sidings!



USE PARALASTIC ON
YOUR NEXT JOB!
SOLD BY LEADING JOBBERS!

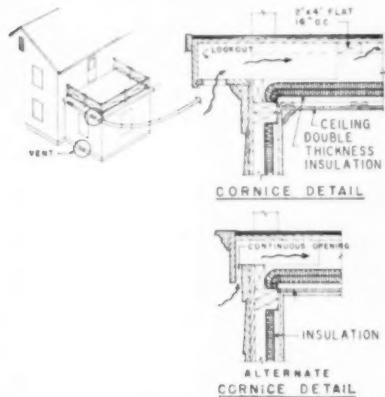
*Reg. U.S. Pat. Off.

IT ISN'T INSULATED UNLESS IT'S CAULKED
PARALASTIC PRODUCTS CO. INC.
122 EAST 42nd ST., NEW YORK 17, N. Y.

Kinks and Short Cuts

Flat Roof Additions

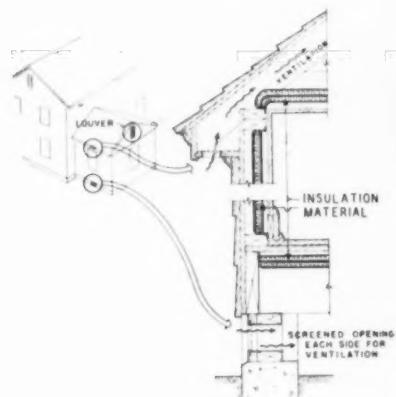
When an addition has a flat roof, the need for ventilation is probably more important than in pitched roof construction. In the drawing, upper right, air is allowed to circulate through



screened openings in the soffit. An alternate method is to admit an exhaust air through a narrow opening provided in the roof cornice.

Pitched Roof Additions

It is important to ventilate the roof and the unexcavated space under floor in a wing or addition. The free open area of the screened gable wall louver



should have a ratio of approximately $\frac{1}{4}$ sq. in. for each sq. ft. of attic floor area. The area of the screened openings under each eave should equal the open area of the wall louver.

Practical Builder

Be a Step Ahead of Competition, Sell . . .

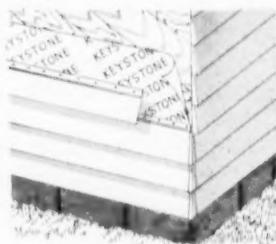
KEYSTONE Aluminum SIDING

It's practically indestructible by elements of weather. Multi-coated and baked (not sprayed) by a process that gives an even, lasting finish, that defies deterioration indefinitely. Unlike a sprayed paint finish, Keystone keeps its gleaming finish for years ahead.



8 INCH FACING and
 $\frac{1}{4}$ inch lower flange.

Available in
White and Pastel
Shades



KEYSTONE SIDING Insulates, Protects and Beautifies the Modern Home!

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OF SATISFACTION!

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Pre-painted Steel Alloy Clapboard Siding



7 big features that mean more profits and more business for you.

7 BIG FEATURES

Cost 20% less than comparable competitive materials.

Has a beautiful pre-painted baked enamel finish.

Looks like wood yet outlasts wood.

Tensile strength greater than aluminum.

Fine paint job which adheres to steel better than aluminum.

Has less wrinkles on wall, harder material than any other metal.

One job sells another — your silent salesman.

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Sells To Friends Only

(Continued from Page 22)

keeping them friends pays off when the going gets a little tough.

Gilbert and his men don't claim all the credit for their business success. They say the product helps sell itself, once people understand the bargain that siding represents.

"Insulating siding invariably performs beyond the customer's expectations," Gilbert says. "People who are concerned about preserving their homes

on a limited budget can do several jobs with one material—insulate, decorate, add strength to the sidewalls. It goes on quickly and there's no mess or fuss connected with the installation."

Gilbert doesn't say so. But he obviously gets considerable satisfaction out of operating his business the way he does. He's performing a worthwhile service for his fellow men. And that's a high purpose for anyone to serve.

CORRECTION

In the March issue on Page 38 appeared an article announcing that the Ruberoid Company has introduced a new roofing bitumen. In that article the material was referred to inadvertently as Ruberoid Specification Roofing Bitumen instead of by its correct name of Ruberoid Special Roofing Bitumen.

The article stated that the new Special Roofing Bitumen is a proven alternate for cold tar pitch, not a substitute, and will permit the completion of many large built-up roofing jobs on which cold tar pitch had been specified without such an alternate. The Ruberoid Company spokesman said many of these jobs would otherwise be seriously delayed.

New Type Roof Material

(Continued from Page 30)

which follows minimum cleaning and patching of the old roof.

First step is to apply by spray or by mopping a strip of liquid asphalt, over which the fibrous glass roofing mat is laid or rolled. The mat is imbedded in the asphalt by smoothing with a brush.

Step No. 2 calls for covering of the mat with a second coat of liquid asphalt which again is smoothed by brush, then allowed to dry at least 12 hours.

Following this drying period, Step No. 3 consists of coating the entire roof surface with a final coat of liquid asphalt.

If application is done by the spray method, the only necessary materials and equipment are an air compressor, with hose and spray gun; the liquid asphalt and fibrous glass roofing mat; large roofing brush and simple roofing tools. If application is done by brush, materials and equipment are the same, except that no air compressor and spray equipment are required. No special training is required for workmen to apply the new material.

Because the new material is laid cold, there is no need for heating equipment. This eliminates on-the-job fire hazards. It is used on roofs of manufacturing plants, warehouses, industrial buildings, schools, public buildings, stores and apartments.

It will adhere to damp or dry, flat or vertical surfaces and will cling as tightly to brick, masonry, metal or wood

as it does to composition roofing. The company states that the material is long lasting, does not blister and resists cracking.

News

(Continued from Page 31)

Deryl Yundt of Los Angeles, California will be Pacific Coast Regional Manager directing the activities of branch offices in Seattle, Washington, San Francisco, California, and Los Angeles, California, now managed by Charles Klevies, Frank Harris and Chet Mattison, respectively. (Mr. Mattison has just been appointed Branch Manager at Los Angeles.)

Mr. James Savino, Asst. Manager at San Francisco has been selected to be East Coast Regional Manager and will direct the activities of Branch Offices at Dedham, Mass., Pittsburgh, Pa., and South Hackensack, New Jersey, now managed by Hector Maynard, Arthur Budinger, and John Carrino, respectively.

According to Mr. Joseph Halperin, recently appointed General Manager and General Sales Manager, the week-long sessions of sales forums and informal discussions have culminated in a strengthening and streamlining of Aeroil's sales policies and plans. The new grouping arrangement of three territorial sections, East, Midwest, and Pacific Coast, each under supervision of a Regional Manager will make it possible for the Company representatives to cover more ground individually, and thereby give greater service to Aeroil customers all over the country.

Irwin Abrams, Treasurer of the Company, announced the inauguration of an incentive bonus plan under which sales representatives will benefit and expressed a hope that 1953 will be another banner year for the Company, which has been constantly expanding since it was started in 1917.

* * *

A. I. Holmes Appointed Mgr. Building Insulation For P-C

The appointment of A. I. Holmes as Manager of Foamglas Building Insulation Sales has been announced by Paul D. Japp, General Sales Manager of the Pittsburgh Corning Corporation.

Mr. Holmes will direct all phases of the company's Foamglas sales for use in roof, wall and floors of normal temperature buildings, and in prefabricated sandwich panels. He has been associated with the Pittsburgh Corning Corporation since 1940 as a Sales Representative and as Field Supervisor of Southeastern Sales.

* * *

Simonton Joins Chase Bag

Bud E. Simonton has been appointed Superintendent of the Toledo factory of the Chase Bag Company, F. H. Ludington, Jr., Asst. Vice-President, announced recently.

Mr. Simonton has had many years experience in the paper bag industry. He was

(Continued on Page 51)



**... to match or harmonize with
all building materials**

Now select a CALBAR Caulking Compound to match brick, asbestos-cement siding, shingles, metal or wood . . . in ANY color required . . . including black, brilliant white or aluminum. And remember, CALBAR is non-hardening and non-staining, and complies with Federal Specifications and those of the Asbestos-Cement Products Association.

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Manufacturers of Technical Products



THE AJAX FOLDING METAL SHEATHING & ROOFING BRACKET
Patented Dec. 17, 1907
Feb. 2, 1915
Apr. 21, 1925
Aug. 9, 1932

FOLDED

AJAX NO. 1

AJAX Roofing Brackets
MAN-size — Superefficient
ALL STEEL — Unbreakable

— — —

AJAX Building Bracket Co.
1551 Rydal Mount Rd.
Cleveland Heights 8, Ohio

Ladder & Scaffold Safe Practices

(Continued from Page 17)

single or extension ladders and stages to provide light duty, temporary scaffolds. They are especially suitable for work at the eaves of smaller roofing jobs. Greatest versatility is provided by the type of ladder jack, either rung or side rail supported, that is adjustable to the pitch of the ladder and usable on either side.

E) *Scaffold Brackets* are widely used on light construction jobs for installation of siding. Three types are available: studding, nail-attached, and bolt-attached. Maintenance of these units is relatively simple. On those that are pivoted, oil the joints occasionally for free action. If any members should become bent through accident or mishandling, straighten them. Wire brushing to remove rust and repainting when necessary will add to the life of these items.

Ladder Tips

Ladders are one type of supporting equipment familiar to all roofers; but even in so common a tool, careful

choice can make a difference. Always be sure to use the right ladder for the job and use it properly—it'll pay off in safety and time and labor savings.



For siding work, ladder jacks are almost indispensable. This type uses the ladder side rails for support and adjusts to any pitch on either side of the ladder. Fig. 7.

Choose high quality ladders, using the Ladder Code of the American Standards Association as a minimum standard, or look for Underwriters' Laboratories approval. Insistence on quality such as this will result in equipment of maximum safety with the economy of long service life.

In selecting ladders, whether single, extension or sectional, of wood or of light metal varieties that many roofers find extremely efficient, it is to your advantage to go to a reputable, established ladder manufacturer. He can draw on years of experience in considering the type of job to be done and the need for ladder hooks, ladder jacks, etc., to assist you in choosing the ladder that will serve you best, safely and economically.

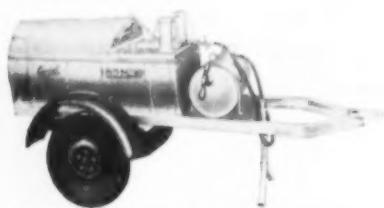
Ladder Safety

Ladder maintenance is simple, yet important procedure, and should be attended to regularly for greatest safety. Inspect ladders periodically for inherent or developed defects. Ladders found defective should be withdrawn from use and marked *do not use*.

Store your ladders where they are not exposed to the elements or excessive heat or dampness, and where they are properly supported to prevent warp or sag. As a protective measure, oiling is preferred to painting since it does not obstruct inspection and adds little weight. Lubricate the locks and



"HEET-MASTER" KETTLES CUT COSTS BY SAVING 50% TIME-FUEL-LABOR!



Regular Portable "Heet-Master"
Ask For Aeroil Roofing Catalog 418A

A complete Roofing Accessories Catalog is yours on request—covering the complete Aeroil line of essential tools and accessories. When requesting the catalog, emphasize the particular equipment item of greatest interest to you.

"HEET-MASTERS" MEET ALL DEMANDS

More than ever before the "Heet-Master" Kettles satisfy the demands of roofers by providing faster uniform heat and more production at less cost—due to patented "Heet-Master" features not found in any other kettle. (Leaflet 400A.)

CAPACITIES—55 GALLONS TO 500 GALLONS

"Heet-Masters" are available on Skids—Steel Wheels—Hard Rubber Tires—and on Pneumatic Tired Automotive Disc Type Wheels in following sizes: 55—80—115—165—230—275—375—500 gallons.

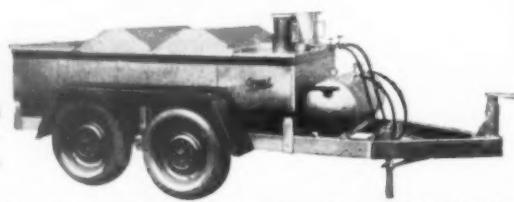
"JUMBO" TYPE WITH ROOF PUMP FOR BIG JOBS

Aeroil introduces for 1953 the newest Jumbo size "Heet-Masters" on tandem wheels in 375 and 500 gallon capacity. These extra large kettles, ideal for big jobs, can also be equipped with built-in Aeroil RP-9 Street to Roof Pump. (Leaflet 677A and 639A.)

"GRAVEL-SPREADERS"

"FELT-LAYERS"

WRITE FOR LITERATURE



NEW 1953 "JUMBO-TYPE" PORTABLE "HEET-MASTER"



PRODUCTS COMPANY, INC.

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pulleys on extension ladders and replace worn or frayed rope. Keep all hardware and fittings tight, although movable parts should operate freely without binding. Do not let asphalt, tar or oil accumulate on rungs. Always inspect a ladder before using it!

Nailing It Down

(Continued from Page 13)

the excess profits tax affect me". Here's how it could.

According to a survey conducted by the National Roofing Contractors' Association recently, it was shown that more than 60 per cent of the contractors fall into the excise profits tax category.

Of course we understand that many contractors belonging to the National Roofing Contractors' Association are among the larger roofers of the country. Even so there are many other roofers throughout the country whose earnings, taking the figures of the NRCA, would bring them into the excise tax problem.

Elimination of the excise tax, or the easing of it to a great extent would enable the roofing and siding contractor to spend more for better equipment, enable him to do a much better job, and at a saving to the customer.

What's New

(Continued from Page 33)

blade cannot be inserted to clinch the staple.

The new tacker, a variation of the standard Bostitch model T5, automatically drives staples and turns the legs outward to clinch under or inside the work. Because no clinching blade is required the machine can be used anywhere, no matter how far in from an edge. It speeds up many fastening operations and simplifies many fastening problems.

* * *

Wood Folding Rule

Smoother folding rule action, greater accuracy and joints that will not get loose are advantages announced by Eagle Rule Mfg. Corp. for the new coil spring joints.



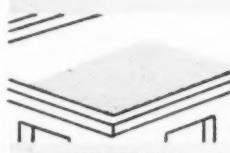
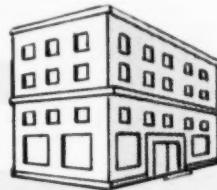
The feature of this new development is the inclusion of a coil spring in the interior mechanism of each and every joint of a wood folding rule.



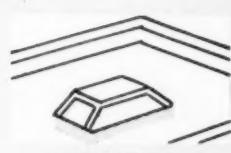
**IT'S SMART TO DO THE
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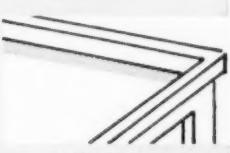
ROOFING AND WATERPROOFING
FABRIC



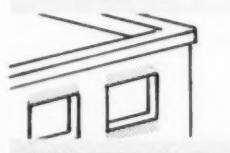
ROOF PATCHING



SKYLIGHT FLASHING



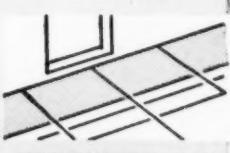
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WINDOW AND DOOR FLASHING



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"Solar-Space" House Has Felt, Pitch, and Slag Roof



Photo and Data Courtesy The Barrett Division

The unusual roof in the accompanying photograph has recently been erected in Washington, D. C. The building it covers is called by the architect the Solar-Space House.

The house is oriented so that its principal glass walls are to the North and South, the sun's rays being used to help heat the house in the winter.

The dwelling is protected by a (specification built-up roof) a flat roof of felt, pitch and slag. This roof permitted the use of interior drains, thus eliminating the need for a costly gutter and downspout system. Clear, white slag was used as a roof surfacing as an aid to insulation by reflecting the intense rays of Washington's summer sun.

To achieve maximum flexibility, a structural system was employed which the architect describes as an independent load-bearing network of metal, concrete and wood that is wholly independent of any walls for support. To gain maximum benefit of the site chosen, the first floor of the Solar-Space House is elevated and the utility and recreation rooms are placed on grade.

FHA Title I Extension

(Continued from Page 15)

of \$100 under the FHA program receives \$95 and immediately begins paying back on a monthly basis. Thus he does not have use of the full \$100 for a full year, and the effect is a percentage rate of 9.7. The cost without FHA insurance is \$6 to \$100 per \$100.

Having started with \$8,333,314 appropriated by Congress, the Title I program now has \$27,002,343 of capital and earned reserve and has been paying all its administrative costs. Before July 1 it will give back the \$8,333,314 to the Treasury.

In our opinion the added funds to the FHA Title I program will soon be exhausted, and no doubt there will have to be new funds provided for, probably in 1954. It is our belief that

another \$250,000,000 will be asked to round out the program to \$2,000,000,000.

This additional appropriation will not come to pass by itself. It will be up to the roofing & siding contractors to keep reminding their representatives, senators, and whatever associations they are affiliated with, whether local, state, regional, or national, to keep up the pressure.

Let us not have another situation such as last year, when due to laxity of the part of Congress, forgetfulness on the part of some associations, and laziness on the part of many roofing & siding contractors themselves, that the bill was simply forgotten in the closing days of the last Congress.



Made of flax fibre for longer lasting, more efficient roof insulation



EASY TO APPLY

Maizewood Roof Insulation is light in weight, making it easy to handle—quick to apply. All pieces have square edges that fit snugly together to form a tight, trouble-free joint. Easy to cut when necessary to accommodate special fitting in irregular areas.



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Maizewood Roof Insulation is available asphalt coated or asphalt impregnated or both asphalt coated and impregnated where additional resistance against moisture is needed.



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Modern roofing techniques can be followed without special care. Wheelbarrows, carts and felt laying machines can be safely wheeled over Maizewood without fear of damage.



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A Maizewood roof means greater comfort year 'round, plus heating and air-conditioning economies. Result is more satisfied customers.



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Because of the nature of Maizewood composition, high insulating efficiency is maintained by its low pitch absorption. It adds to the strength of built-up roofing.

Maizewood insulation meets Federal Specification LLL-F-321b for government projects. Units made by employees of the United Brotherhood of Carpenters and Joiners, AFL.

| TABLE OF SIZES | SHEET SIZE | THICKNESS |
|----------------------|------------|------------------------------------|
| | 24" x 50" | |
| | | 1/2" 3/4" 1" 1 1/2" 2" |

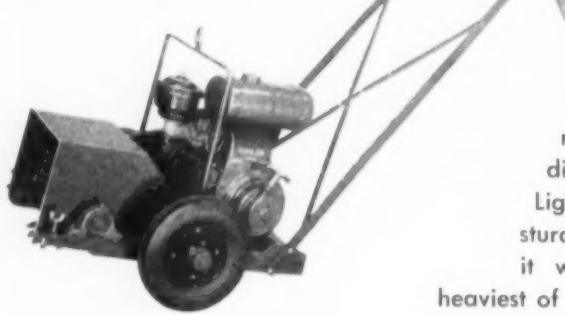
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**AMERICAN
CANCER SOCIETY**

Sprayed Resurfacers

(Continued from Page 21)

industry sooner or later and a resolution of the mechanical processes that can be applied to the painting and decorating crafts is bound to follow. The chemical advancements that are being made is having its effects even on some of the largest paint manufacturers who are today producing more products that can best be applied by mechanical means than ever before.

When the skilled union craftsman will make peace with the potential economic threat of the machine age, more painting contractors and more skilled painters will be working with products such as the mastics and other protective coatings that are most efficiently and economically applied by spraying.

While many painters and painting contractors are now applying the mastics, by far the majority of those people who are currently engaged in this field are home improvement dealers. These individuals and organizations have been specializing in roofing, siding general contracting work and own their equipment and employ a variety of skilled craftsmen including carpenters, masons, sandblasters, waterproofing mechanics and painters, or those skilled in a few of these crafts. Such organizations have the basic know how of the building trades and when given a good quality product generally perform a grade A job.

Selling

Numerous sales organizations have also cropped up who because of their merchandising and promotional abilities do an excellent job of selling the mastics. Insufficient technical familiarity with the products coupled with the tendency to over-dramatize is often responsible for sales in which the customer is promised more than can possibly be furnished by even the best material and labor combined.

Many such sales organizations subcontract their work out to independent applicating organizations who supply either the labor only or both the labor and material.

Under this arrangement the end result is either very good or very poor. Sometimes the sales organization wants to cut costs and bargains for better prices. The contractor is then forced into using cheaper materials and reduces the preparatory work

prior to application and takes short cuts which result quite frequently in inferior jobs.

With better than twenty million homes throughout the country that are thirty years old or more in need of home improvements and of some resurfacing of their exterior surfaces, and with a Government prediction of a boom in this field through 1960, the time seems opportune to review this field objectively.

Water is an excellent conductor of heat and the insulating effect of any material decreases as it becomes damp or wet. Insulating materials are seldom installed without a waterproofing finish of some kind in order to keep moisture out of the materials themselves.

However, it is a well established fact that in actual use, despite the best waterproofing finish which can be applied to the material, sooner or later moisture will get through the finish and into the insulating materials themselves.

Condensation

Moisture condensation takes place by warm air striking cold surfaces. This moisture condensate soaks into the building surfaces and in the case of insulated homes, it is soaked up by the insulating material. Since this material is packed tightly against the cold wall surfaces it acts as a perpetual wick and eventually causes the paint films that protect the exterior wall surfaces to blister, crack and peel.

Electronic moisture meters for instant testing of wood, plaster and masonry surfaces are on the market. These machines are an excellent aid in closing a sale for the exterior coating contractor, as well as an index of the condition of the surfaces to be treated. A reading on this type of machine that indicates the percentage of water to be high, should make the contractor aware of possible mildew condition. Molds can grow on and into wood, and masonry surfaces and paints or varnish, and should definitely be removed prior to recoating.

Efficient ventilation of sidewalls can be achieved by installing louvers, which help in aerating and drying of sidewalls as well as the insulation materials and restores such materials to their maximum insulating efficiencies, while at the same time removing some of the most acute factors responsible for the blistering and peeling of paint

Hot Stuff right up on the Roof Quickly and Efficiently

Model 75 ROOF PUMP

NO ACIDS
AFFECT
THIS PUMP



Turn on the Dispenser Head on the Roof and there's the Hot Stuff —no buckets to hoist—no spilling materials. This Littleford 75 Roof Pump saves time, effort and money; makes more profit for the roofer. Model 75 will keep moppers busy on a roof 100 ft. high or better. When the cock is open the Asphalt, Tar or Pitch is ready and hot; when the cock is closed the materials by-pass back into the Kettle.

This 75 Roof Pump is the most durable Roof Pump on the market; acids will not affect it. It's a real money maker, and roofers cannot afford to be without one to stay in active competition. Model 75 Roofers Pump and a "Kwik Melter" Kettle make a perfect team for low-cost roofing. This Roofers Pump can be used with any make of Roofers Kettle.



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films from the exterior surfaces.

Some paint films are porous and might be said to breathe. Such paints allow a certain amount of moisture vapor to pass out through the paint film from inside the structure and thus minimize or entirely inhibit the paint films from blistering and peeling.

To accomplish this breathing condition and prolong the durability of the exterior paints, manufacturers of paint employ extender pigments such as mica, magnesium silicate and calcium carbonate. These extenders also

enable the paint films to withstand stresses and strains from temperature changes without cracking.

Exterior coatings that are catalogued as mastics, to distinguish them from orthodox paints, incorporate extender pigments and have the ability to "breathe." As pointed out in the preceding paragraphs, this breathing allows moisture vapors from the inside of the house and from the coated surfaces to pass out, and this phenomenon stops blistering and peeling.

The peculiar fibrous structure of

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asbestos has been found to be of special value in reinforcing the mastic coatings because they absorb the stresses of expansion and contraction, thus preventing the formation of cracks and strains. The reinforcing action of the laminated effect provided by mica, prevents checking and cracking as well as offering moisture resistance.

Drier House

This breathing property of mastics basically helps keep the house drier and warmer during the winter months and cooler during the summer heat, in that it allows the condensed moisture in the sidewalls and in the insulating materials to escape, thereby restoring the maximum insulating efficiency to these materials.

The additions to these mastic coatings of perlite and asbestos further aids in the insulation of the home. The tiny dead air cells in perlite are themselves permanent insulating agents that reduce heat transmission losses. Asbestos, which is a pure silicate mineral, has long been used as a finishing material where high heat resistance combined with nonflammability is desired.

It is little wonder then, that reports from the field indicate that even when only two gallons of mastic material were applied to each 100 square feet of surface area (10-12 times thicker than paint film), home owners have found a fuel saving of from 8 to as much as twenty percent for homes that had previously been insulated.

Uncured Lumber

Now moisture condensation on exterior surfaces need not only be a result of moisture from within the building. Uncured lumber has moisture inherent in its cellular composition, cinder blocks are most porous in structure and the atmospheric moisture is easily trapped. Almost any type of unprotected building surface will eventually soak up moisture from the atmosphere, the rains and snows. Paint films offer protection of limited durability against this moisture problem. The ultimate result to the structures are ugly blemished and pitted surfaces with eventual rot and decay setting in and diminished realty value of the property.

In the case of masonry surfaces, invisible silicone water repellent products have appeared on the market which do an effective job of keeping

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LITERATURE

SEE PAGE 10

walls dry, prevent staining efflorescence, preserve tuck pointing and enhance the life of the building materials.

Sprayed on coatings of the mastic type have long taken advantage of the silicones to waterproof exterior surfaces, and these waterproofing properties are incorporated in the formulations used on clapboard, brick, stucco, concrete, cement and cinder block, shingle, siding and even metal surfaces.

The application of absolute water vapor materials to the exterior surfaces of buildings may architecturally be desired in isolated cases, but as a general rule, absolute water vapor barriers on exteriors of buildings would only create a number of associated problems. The writer knows of no mastic coating on the market that claims to be an absolute water vapor barrier. Aeration or breathing of a surface is of utmost importance to a good mastic, but a mastic does and must have excellent water resistance and low moisture vapor permeability.

Mastics are not intended to provide water-proofing against water under hydrostatic pressure (such as occurs below grade), but are designed to and do an effective job of repelling water, effectively stop dampness and weather protect exterior surfaces.

Mildewing

The problem of mildewing of painted surfaces is a serious one and is responsible for a great percentage of the dirty appearance of painted surfaces. Mildew as a cause of paint film discoloration was pointed out to the writer as far back as 1934, by the late Dr. F. D. Chester, Dean of American Bacteriologists.

Of 100 chips of paint examined under the microscope from discolored and dirty paint surfaces, 65% showed that mildew was the primary factor responsible for the dirty appearance of the paint.

This condition is somewhat overlooked by both painters and paint manufacturers, for one has to know a little of mycology to know what molds look like before they have really taken a good hold onto the surface which they discolor.

There are paints on the market today with fungicidal or mold-killing agents and most good mastics have long used such anti-mildewing chemicals in their products. The removal of all molds

MATT

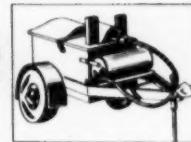
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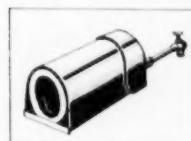
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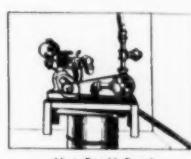
MATT COIL-LESS BURNER CO.



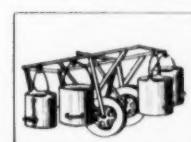
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should however precede the application of resurfaces no matter how much fungicidal agents they may contain.

The scientific blending into one product of natural minerals that have been chemically refined and that have insulating, water repellent, fire retardant and sound proofing properties, together with the inclusion of chemical compounds that offer crack resistance and chip resistance, indeed gives rise to a new era in the protective coating field.

Some of these coatings use a synthetic resin base vehicle which is pigmented with zinc oxide, titanium dioxide and durable tinting pigments. Others use linseed oils for the vehicle.

A mastic product, like a good paint product lasts very much longer when the pigment volume concentration is just right for any given formulation. The correct pigment volume for any given mastic formula is best established through actual field test and exposure experiments. Some formulations have been in actual use since 1932.

It is important for the dealer and contractor of spray coatings to sell a long lasting and as durable a job as possible. All paint pigments eventually oxidize and fade out, but quite frequently this process is accelerated by the contractor or his workmen who unwittingly upset the pigment volume ratio by thinning of the material with oils.

One of the "musts" in mastic manufacture as in any good paint is the institution of quality control with special attention given to the maintenance of constant equilibrium between the pigment volume ratio.

Sealers

Manufacturers of mastics recommend various types of sealers to be used over raw wood or porous areas prior to the application of their material. These recommendations are not made for the purpose of cutting down the amount of the material that would otherwise be used by the contractor and thus reduce material costs.

Even where there is no likelihood of bleeding through from the under-surface and effecting a color change, the recommendation to seal the surfaces are based on the fact that a considerable amount of the penetrating oils will be absorbed and thus upset the normal pigment volume ratio in the mastic film.

It is for that reason that some mastic manufacturers, following good

paint practices, direct that raw porous spots be covered with a mixture of one quart of boiled linseed oil to one gallon of their product. This first coat seals the surface and prevents the oils from being absorbed from the final coat of mastic.

Good mastic formulation takes advantage of lead free pigments because such pigments do not become discolored and darkened by the presence of hydrogen sulphide fumes in the atmosphere of industrial areas, or in areas near waters or marshes.

Hiding Power

The hiding power of mastics is not to be attributed solely to the fact that these coatings are from 10 to 12 times as thick as an ordinary film of paint. It is true that the heavy grout-like texture of mastics hides patching that is done on very large cracks and otherwise aids in giving a uniform appearance over the entire surface.

This property hides small structural defects while at the same time retaining the original architectural lines of the building.

The hiding power of mastics is primarily due to the refractive indices of both its prime pigments and its vehicle and particularly to the ratio of these refractive indices of the pigments to the refractive index of the vehicle in which they are dispersed.

When a light ray passes from one medium to another of different density, it is bent from its original path.

Simply then, the refractive index of any object is the measure of the extent to which these light rays are bent in passing through it from another object. A mastic to have good hiding powers incorporates in its formulation pigments with high refractive powers, such as titanium dioxide, and vehicles of the lowest refractive powers.

Future articles in this series completely analyzing every aspect of the sprayed resurfacing business will be published from time to time in the next few months.

Coming in the May issue: Forecast of business conditions to come in the next few years by C. N. Nichols, Manager Director of NERSICA.

Note: This article will be carried exclusively by AMERICAN ROOFER AND SIDING CONTRACTOR. Watch for it.

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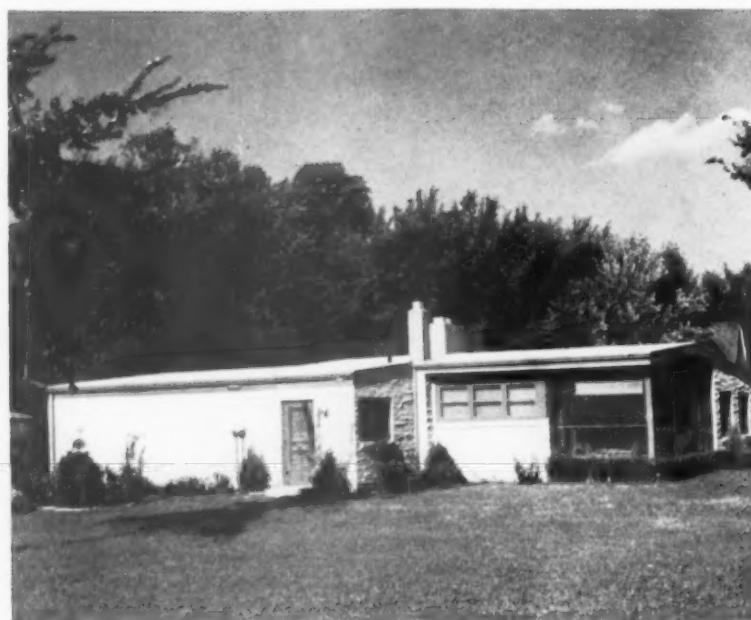


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(Continued from Page 18)



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METROPOLITAN
ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City

Read American Roofer
Every Month
\$3 Per Year

guttering. Recently a line of aluminum awnings was added. The firm makes its own installations, but does do quite a business in selling to builders. In fact, there is a special department devoted to the selling of materials to builders who want to make their own installations.

In the way of guarantees extended to a customer, the manufacturers guarantee roofing material for 10 years. The Reese firm also gives him a written guarantee for workmanship for the same length of time, so that he is completely protected.

Some advertising is done in newspapers, but none on radio or television. Most of the advertising budget is used for space in telephone books, for the reason that the firm believes that a customer consults a telephone book in an emergency. When a roof leaks, the person does not take time to look through newspaper ads. He wants a phone number immediately. Similarly, it is felt that a telephone directory is consulted when a larger job is needed. Reese's advertise in 22 telephone books

in a radius of 40 miles from Indianapolis.

Building Used In Ads

In connection with the ads, it should be stated here, that they contain the picture of the company's front building which includes the office, salesroom, sheet metal shop, and a warehouse. Due to its size and construction, it is an imposing looking building. Mr. Reese feels it makes an impression which determines "whether a person calls us or someone else, because the picture of the concrete building instills a confidence that the firm is reliable and not a fly-by-night."

The picture of the building, by the way, is used in all newspaper as well as telephone book ads, and on the letter heads it is equally effective.

Over 2,000 Roofs

The firm has roofed over 2000 residences in the city and numerous churches, libraries, lodge halls and other buildings. It introduced in Indianapolis the Snow White marble

roofing which first gained popularity in the southern and western parts of the country. "It is catching on here now," Mr. Reese stated. The trend toward lower pitch roofs in contemporary homes has brought the marble roofs into the picture. A built-up roof with white marble surfacing was used by the Reese firm on the model home from the 1951 Home Show.

In quite a different way, another installation had an interesting angle. In 1951 the firm reroofed 35 buildings at Fort Benjamin Harrison which is located about 10 miles northeast of the city limits. The job took approximately 2200 squares of shingles. The unusual thing about the operation was that a grain conveyor was rented from a farmer to hoist the shingles up onto the roofs. This ingenious idea was a time saver as well as a labor saving device.

One of the big improvements made in the past year was in the method of handling materials. Formerly all material was handled by hand and with manually operated trucks. Now all materials are palletized and moved with a fork lift truck. This not only speeds up the loading and unloading of trucks but it doubles the warehouse capacity because materials can be stacked higher. It also speeds up the delivery of material to the jobs, eliminates lost time due to waiting, and conserves the men's energy for other work.

Spacious Display Room

The Reese buildings are unique in Indianapolis as it is the only roofing company that has a spacious display room. The front building is oblong in construction, 50 by 150 feet, and consists of the display room, office room, sheet metal shop and warehouse.

There is one large plate glass window in the front wall of the display room which faces 54th Street, and two in the west wall. They not only admit daylight, but are used for display. Glass blocks on the north wall also admit daylight. The floor is concrete and the walls are painted light green. The counter is blond wood, and the front of it which is slanted, is used for display. There are chairs for the comfort of the customers.

The east wall is used for a display which is constructed to give the appearance of the outside of a house, and

ACE

ASPHALT MOP

TRIPLE WIRE BOUND

**Especially Constructed for Applying
Asphalt Heated Up To 500 Degrees.**

CUPPLES CO. Manufacturers ST. LOUIS

**For Big Jobs
or Little Ones . . .**

**Cost-Conscious
Contractors Prefer**

**"TROUBLE SAVER"
SECTIONAL STEEL SCAFFOLDING**

The time you save means extra profits! It's easy to handle and assemble extra-strong, prefabricated "TROUBLE SAVER" Sectional Steel Scaffolding. NO TOOLS REQUIRED. "Trouble Saver" can be used for almost any roofing job. Approved by Underwriters' Laboratories, Inc.

FOR THE ROOFER
GOLD MEDAL TubeLox Scaffolding
 • Swinging Scaffolds • Steel Sidewalk Bridges • Single and Extension Ladders
 "TROUBLE SAVER" Sectional Scaffolds • Steel Scaffold Brackets • Adjustable Steel Trestles

Complete Stocks for Sale or Rent

GOLD MEDAL
 LADDERS
 SCAFFOLDING

→ for Greater Safety...Efficiency...Economy

THE PATENT SCAFFOLDING CO., Inc.

38-21 12th Street, Dept. AR Long Island City 1, N. Y.
 West Coast Plant: 6931 Stanford Ave., Los Angeles, California

Nixalite
"No Alighting"
ENDS BIRD NUISANCE

BEAUTIFUL CLEAN BUILDING

**Deal yourself in on
this profitable service!**

Write for Illustrated "Know How"

Manufactured by

NIXALITE COMPANY OF AMERICA
115-119 W. 3rd St. Davenport, Iowa, U.S.A.

MY SALESMAN SAID...

"LOVE IT!"

"At last you have a window that's simple
THE to demonstrate."

Alumatic®
"3 TRACK"
My customers will love it, too!

Alumatic CORPORATION OF AMERICA Milwaukee, Wisconsin

"Buy from Frey"

TOOLS
FOR THE ROOFER

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

FREE LITERATURE
See Page 10

which is to be extended along the south wall in the near future. Two windows of the average size for a home, are covered with venetian blinds, and help create "home" atmosphere.

Along the entire east wall at the ceiling, overhanging eaves of a roof have been built on which 18 different colors of shingles are displayed. The eaves also have gutters to show that phase of the firm's work. The realistic eaves display shows the customer how the different colors of shingles and the guttering will look on his house, and is a tremendous selling point. This, of course, is equally true of the sections of the "house" display wall, where all types of siding are shown including insulated brick, asbestos and insulated shake in various colors, cedar shake and white baked aluminum. Incidentally, the aluminum is the most popular. Fluorescent lighting in front of the display provides splendid illumination.

The firm believes that the display room is one of its biggest assets. Here, the customer may sit in a spacious room and be at ease while samples are shown. There is none of the tension identified with sitting in a busy office where phones and typewriters offer distractions.

The office is located between the display room and the warehouse area on the west side of the building. The wall between the office and the display room has glass windows. Similarly, a window in the opposite office wall, looks out into the warehouse. In the west wall, which is an outside wall, windows face the parking space and driveway. Therefore, from an office desk, a person may see anyone who enters the display room, driveway or warehouse, and keep track of everything that goes on. The window facing the warehouse space can be raised and lowered so that work orders may be handed through to the mechanics or delivery men. This window, which is near the truck entrance to the warehouse, permits the transactions to take place out of the sight of the customers. It cuts unnecessary confusion, and the distraction of the customer's attention from the business at hand. Office desks in light wood are modern.

Started In 1937

The business was started in 1937 by John L. Reese in a building which he

**Step up
Production**

cut replacement costs with

Steplight

ALUMINUM LADDERS

STRONG **SAFE** **LIGHT** **LASTING**

Always Specify

Steplight PRODUCTS COMPANY, INC.
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Subscribe Today
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one year. Bill me for this amount:

Enclosed is a check or money order.

My Name

Position

Company

Address

City State

rented at 49th and Winthrop Streets. In 1946 he erected a building at the present sight on 54th Street. It is located in the northeastern edge of the city, adjoining an area of lovely homes where the city is expanding rapidly. As the business continued to grow, another building, 32 by 140 feet, was built in the rear to be used as a warehouse only. This was in 1948.

A large parking space which is available at the front and side of the first building, is a tremendous advantage.

Family Operation

There are three in the business, John L. Reese who is in charge of sales; Marguerite, his wife who has charge of the office, and son Frank who is in charge of purchasing, and has the supervision of the warehouse, equipment and workmen.

Mr. Reese and his son Frank formed a partnership in 1945 following the son's graduation from Purdue University in Mechanical Engineering. They have built their separate homes on lots next to the building, which saves time in going to and from the business.

The happy combination of father, mother and son, all tremendously interested in the roofing, guttering and siding business and providing good relations with customers, is one of which the industry can well be proud.

News

(Continued from Page 37)

formerly associated with the Union Bag Company, and more recently served as Superintendent of several bag plants for St. Regis.

Mr. John F. Hilarski, Asst. Supt., will assist Mr. Simonton and continue to be responsible for the textile bag operation at Toledo.

* * *

Reynolds Metals Awards Contracts for Plant in Arkadelphia

Reynolds Metals Company has awarded a joint general and mechanical contract for the construction of its Robert P. Patterson aluminum reduction plant at Arkadelphia, Arkansas, to Ditmars-Dickmann-Pickens Construction Company, of Little Rock, Arkansas, and W. S. Bellows Construction Company, of Houston, Texas. This announcement was made by R. S. Reynolds, Jr., President.

Work will begin immediately and is expected to be completed by July 1, 1953, according to M. W. Henry, Reynolds Vice-President in Charge of Purchases. The new aluminum reduction plant will have a yearly

"Large or small, our jobs go twice as fast with a CLE-WIT Roof Cart"*

*Leaves more time for more jobs and greater profits.

Handles minimum of ten rolls of 15# felt per load — or six buckets of "hot stuff", roof insulation, too.

Write NOW for free descriptive literature

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969 TREAT AVENUE
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Manufacturers and Distributors Roofing Tools and Equipment

MADE TO DO A SUPERIOR JOB: R. MURPHY
stay sharp ROOFING KNIVES

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the steadiest, cleanest, easiest cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

R. MURPHY Knives

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capacity of 110,000,000 pounds of aluminum and will employ approximately 400 workers. J. W. Hutchison is plant manager.

Certain-teed Establishes Technical Sales Division

Creation of a new Technical Sales Division by Certain-teed Products Corporation of Ardmore, Pennsylvania, has been announced by Malcolm Meyer, general sales manager of the company.

The new division will handle sales of the company's products used by industry or in heavy and commercial construction. It will be headed by Carl E. Berzelius, who has been sales manager of Certain-teed's gypsum and allied products division. Eastern regional sales manager for the Technical Sales Division is William A. Whittier, and Western regional sales manager is Joseph D. Tormey. Headquarters for the new division will be at the company's main offices at Ardmore, near Philadelphia, Pennsylvania.

"This is another step in our plans for a completely integrated technical sales-service staff," Mr. Meyer pointed out. "Our gypsum roof decks, asphalt roofing, acoustical tile, gypsum plaster and fiberboards have many and varied industrial uses. Gypsum roof decks, for instance, go on industrial plants, schools, super-markets. The Technical Sales Division will concentrate its sales efforts on the industrial market and provide a specialized sales-engineering service."

Kenan Named to New Post in Koppers Tar Products Div.

Appointment of R. C. Kenan as assistant sales manager of the midwestern district of the Tar Products Division of Koppers Company, Inc., has been announced by J. C. Macon, Sales Manager of the Division.

A native of Valparaiso, Ind., Mr. Kenan received his early education in Cleveland Heights, O. schools and later was awarded a Bachelor of Arts Degree from Western Reserve University.

Joining Koppers as a cadet in the Tar Products Division in 1936, he worked in the Production Planning Department from 1938 to 1942 when he joined the United States Naval Reserve as a second lieutenant for a four year period during World War II.

Pabco Names W. H. Young Gen. Sales Mgr. Bldng Mt'rls

Appointment of W. H. Young as General Sales Manager of the Building Materials Division of Pabco Products Inc. has been announced. Young will succeed Russell R. Galloway, who has been named General Sales Manager of Pabco's Floor Covering Division.

Pres. W. L. Keady announced that there will be no changes in the assignments of other sales executives presently connected with Pabco's Building Materials Division. He stated that under Young's leadership it is planned to further expand the merchandising service of Pabco Products Inc. to all of the company's building materials customers.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE

FOR SALE: ROOFING & Sheet Metal business Western Massachusetts—Excellent equipment, \$200,000 volume. Apply to Box 365, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y. 6-53

MANUFACTURER'S CLOSEOUT ON foil-backed kraft. Priced, while it lasts, below cost! Discontinued line of sturdy kraft faced one side with pure aluminum foil. 36 in. wide, packaged in handy 1,000 sq. ft. rolls. Once in lifetime "buy" for anyone able to handle minimum order 100,000 sq. ft. or more. All orders subject to prior sale—total stock 750,000 sq. ft. For sample and price write Box 366, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

AEROIL HEET MASTER Wheel Kettle on Steel Tires. Eighty gallon capacity. Used very short time. Perfect Condition. Two hundred dollars. F. O. B. Brooklyn. C. Katz, 56 Rutland Rd., Bklyn. 25, N. Y.

HELP WANTED

SALES MANAGER FOR old established roof and siding business. Exceptional opportunity for right man who can sell and train men to sell. Give full information as to experience and references in first letter. Inter Mountain Roof Company, 3040 Washington Blvd., Ogden, Utah.

SITUATIONS WANTED

MANAGERIAL POSITION WANTED by young man (42) thoroughly experienced in all phases of Roofing and Sheet Metal contracting, featuring industrial, institutional and public works. Write Box 363, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

SITUATION WANTED: HIGH class estimator, practical, accurate, can handle any size project, all types roofing and sheet metal work. Residential, commercial and industrial experience. Connection desired with established concern. Box 364, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.



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the Boat*
on

ALUMINUM PLASTIC GLASS

Lock-Vent

Awnings

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IN PERMANENT AWNINGS.

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To the gunwales with built-in features. Truly the "Queen of the Seas" in permanent awnings.

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Colors on top; white underneath if desired.
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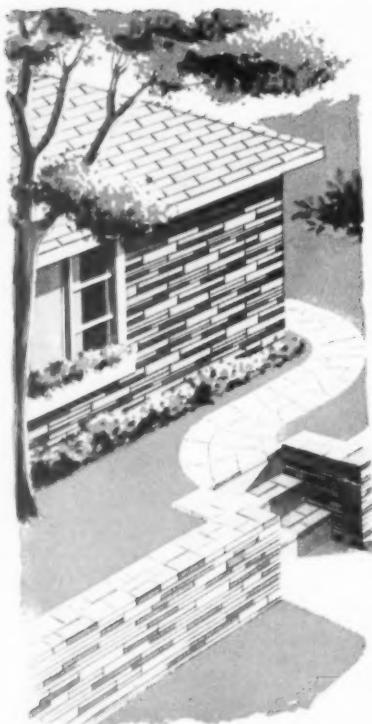
Reserve your port for your company and we will soon dock at your plant with complete details of our exclusive plan.

BON VOYAGE

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FLINTKOTE
Venetian Stone
INSULATING SIDING

Handsome gray-colored mortar joints add new realism to light gray simulated stone surfaces.



Now you can offer customers a new sidewall material that not only protects and insulates, but . . .

In appearance, actually duplicates the most expensive masonry stone work!

Sell Flintkote *Venetian Stone* Insulating Siding to beautify homes by covering up unsightly old walls . . . and make each house more liveable, more valuable.

Recommend it, also, in combination with stucco, brick, clapboard, etc. Offer it, where possible, for stores and small commercial buildings.

All end joints are coated with a special waterproofing compound . . . the same shade as the panel . . . to provide an overall, uniform sidewall appearance.

Urge use of Flintkote *Venetian Stone* for post-winter modernization. It will go over big with home-owners. Better order now!

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30 Rockefeller Plaza, New York 20, N. Y.



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